

# DISTRIBUTION AND WAREHOUSING



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## I. C. C. Rules Against Warehousing in the Federal Barge Line Case

Decision Reached on Inland Waterways Corporation's Alleged  
"Free Storage" Practices After 16 Months of Consideration.  
R. W. Dietrich Seeks A. W. A.'s Authority to Appeal as He  
and Industry's Attorneys Point to Certain Favorable Aspects.

By STEPHENS RIPPEY

DISTRIBUTION AND WAREHOUSING'S  
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THE Interstate Commerce Commission has turned thumbs down to the plea of the American Warehousemen's Association for elimination of alleged free storage of sugar by the Inland Waterways Corporation at Memphis, Tenn., and Birmingham and Holt, Ala.

Finally promulgating its decision in Docket 23510, *American Warehousemen's Association v. Inland Waterways Corporation*, the Commission dismissed the complaint on the ground that "the assailed storage-in-transit practice is not shown to result in violation of sections 1, 2 or 3 of the [interstate commerce] Act."

The Commission admitted the storage charges assessed by the Federal barge line may not compensate it for the actual storage and handling service involved, but declared "the record did not establish that the charges on the traffic under consideration (although insufficient in themselves to meet the expenses of the particular terminal service), were so low as to have the effect of imposing a burden on other traffic or that they were otherwise in violation of the Act."

While the Commission decided in this case adversely

to the interests of the warehousemen, the decision previously had been softened by its decision in I. & S. 3534 (see *Distribution and Warehousing*, June, 1932, p. 50) wherein it required establishment by the barge line of the all-rail basis of rates on sugar shipped by barge from New Orleans, Gramercy, Reserve and Three Oaks, La., and Mobile, Ala., stored at Birmingham and later reshipped by rail to destinations in the Southeast. That decision was protested by the Inland Waterways Corporation, which contended it would result in elimination of its sugar traffic.

Just what the net effect of these two decisions will be is not known here. There has been some talk of use of motor trucks by shippers who wanted to take their sugar from the barge line's warehouses at Memphis and the other ports and distribute it. This would eliminate any rail-haul and remove the traffic from the jurisdiction of the Interstate Commerce Commission.

Maj. Gen. T. Q. Ashburn, head of the Federal barge lines, in testimony before the House committee investigating government competition with private business, declared the I. W. C. had no intention of furnishing truck service, but said shippers could use trucks if they desired. Apparently the barge line has no intention of abandoning its large sugar traffic without a battle.

## BARGE LINE COMPETITION

*Distribution and Warehousing*  
November, 1932

THE Commission said that "with the charges of private warehouses neither the barge line nor this Commission has any concern."

"The barge line," it continued, "has the right to perform the storage as a part of its transportation service in connection with interstate shipments, subject to the requirements of the interstate commerce Act, and is under no obligation to place its charges for storage on a basis which will insure a profit to private warehouses."

The Commission's decision differed in considerable degree from the proposed report of its Examiner who had recommended a holding that the Commission was without jurisdiction to entertain the complaint.

The service of storage-in-transit performed by the barge line, the Commission said, is incident to the through barge-rail transportation. Consequently, it held, its jurisdiction extends to the service.

As to the barge line's contention that the Commission lacked jurisdiction because the American Warehousemen's Association did not occupy any relation to the barge line as shipper with respect to the sugar transportation, the Commission said that under the provisions of section 13 of the interstate commerce Act "the complainant, without regard to the nature of its interest, has a right to complain of anything done or attempted to be done in contravention of the provisions of the Act and to have its complaint considered on its merits."

"The barge line further contends that as our power over charges for through water-and-rail transportation is specifically limited by section 15 (3) of the Act to the establishment of maximum rates or charges for such through transportation, we are without authority to require it to discontinue the storage service or to establish a higher charge for that service," the Commission said.

"So far as our jurisdiction is concerned, we are not limited to the specific forms of relief suggested provided complainant establishes the unlawfulness of the practice assailed. We are not prepared to hold that the absence of minimum rate powers with respect to through water-and-rail traffic precludes us from control of practices specifically embraced within the term 'transportation' and made subject to our jurisdiction by section 1 of the Act."

In its decision the Commission pointed out that at the time of the hearing in the case the barge line confined the transit involved to its own warehouses on the river bank and expressed a willingness to extend the application of the transit to independent riverside warehouses at the ports involved.

Since that time, the Commission said, the barge line has made provision for the storage of like traffic at Memphis in independent warehouses which are located on railroad tracks within the switching limits and which are also on the riverside adjacent to the barge line terminals and connected to the terminals by ramps or other facilities over which hand trucks may be operated.

Where the transit is thus allowed at warehouses other than those of the barge line, the Commission said, the latter does not assume any part of the expense of placing shipments in storage or of loading into cars upon reshipment. So far as the record disclosed, the Commission said, there are no independent riverside warehouses at Birmingport and Holt.

Taking up the contention of the A. W. A. that the barge line has no right to engage in the storage business, the Commission said:

"It is true that there are certain services, such as warehousing, which, on the theory of the common law, are not common carrier services and which, in the absence of discrimination, common carriers cannot be required to render. Thus in numerous cases we have held that beyond such time as may be required to afford shippers a reasonable opportunity to remove shipments tendered for delivery, storage is no part of

houseman in connection with an interstate shipment, although its liability for damage while the goods were warehoused might be for negligence only.

"As the storage service here under consideration is a facility accorded by the barge line in connection with through barge-rail transportation subject to the Act it is included within the term 'transportation' as defined in the Act," the Commission said.

The Commission could not go along with the A. W. A. contention that the 25-cent storage charge of the barge line was so low as to virtually amount to free storage, resulting in a concession from the published tariff rate and in discrimination against other traffic. As to the discrimination allegation, the Commission said:

"The transit tariff provides for a transit service, including storage on its premises, at specified charges, and as these charges apply alike to all shippers availing themselves of the transit arrangement, there is no discrimination as between shippers of this particular commodity."

Much more discussion was given to the A. W. A. contention that the barge line was giving free storage. One of the cases relied on by the A. W. A. to support its allegation was *American Paper & Pulp Assn. v. B. & O. R. R.*, 41 I. C. C. 506, 511, wherein, the Commission said:

"While recognizing the right of carriers to modify their rates under the necessities of competition, we have never conceded them a right to reduce their charge below the cost of the service for which the charge is made. Rates which are not in some degree compensatory necessarily discriminate in favor of the traffic transported under such rates and unduly prejudice other traffic which must make up the loss."

The Commission said the situation in that case was different from that presented in the A. W. A. complaint. Evidence in the *American Paper & Pulp Association* case, the Commission said, raised a strong presumption that, because of the failure to exact any charges for the storage service, which involved to a considerable extent storage in box cars and was accorded for unlimited periods and in unlimited amounts, the carriers were suffering a net loss for the handling, storage and transportation of the traffic.

"While we there condemned the failure of the carriers to provide reasonable charges for storage, our decision in that case must be read in the light of the particular situation which we were there considering," the Commission explained. "The condemnation of the practice was based primarily on the ground that the granting of free storage under the circumstances there considered not only interfered with defendants' common carrier functions, but apparently resulted in non-compensatory charges for the total *through transportation*, and therefore unduly prejudiced other traffic which must make up the loss."

"In the instant case it does not appear: (a) that storing of the sugar in

AS briefly announced in "bulletin" form in the October *Distribution and Warehousing*, the Interstate Commerce Commission decided against warehousing in Docket 23510 and Sub-Nos. 1 and 2—the American Warehousemen's Association complaint against the Inland Waterways Corporation regarding the latter's sugar storage practices at the terminals of the Government-subsidized non-taxpaying barge line terminals.

Stephens Rippey presents the picture in the accompanying Washington correspondence.

the duty of a common carrier; that a carrier is justified, therefore, in imposing such charges for storage as would promote removal of freight from its equipment or premises; and that to that end, it may properly make such charges higher than the actual value of the storage service.

"It is well recognized, however, that there are many things which a carrier may voluntarily do which it cannot be required to do, and if it holds itself out to and does render storage service in connection with shipments subject to our jurisdiction, such service, although not a service which it could be required to perform, is nevertheless included in the term 'transportation' as defined by the interstate commerce Act."

The Commission cited decisions to uphold this position, among them two by the United States Supreme Court—*Cleveland & St. Louis Ry. v. Dettlebach*, 239 U. S. 588, and *Southern Ry. v. Prescott*, 240 U. S. 632.

In the latter case, the Commission said, it was held in substance that "transportation" as defined in the Act includes the service of a carrier as ware-

the barge line's warehouses interferes in any way with such of its common carrier functions as are subject to our jurisdiction; (b) that free storage is granted without limitation; or (c) that the total transportation charges for the through barge-rail movement, including the transit charge, is non-compensatory or so low as to unduly prejudice or impose a burden on other traffic."

The Commission referred to its decisions in Wharfage Charges at Atlantic and Gulf Ports, 157 I. C. C. 663 and 174 I. C. C. 263 in which the American Warehousemen's Association contended that charges for use of railroad-owned warehouse and rail-water facilities at Atlantic and Gulf ports were so low that it was impossible for private or municipal facilities to meet railroad com-

petition. The warehousemen there contended the railroads should be required to increase their charges, but the Commission held otherwise.

Commissioner William E. Lee wrote the decision in the A. W. A. case, the decision being made by division 3 of the Commission composed of Mr. Lee and Commissioners Frank McManamy and Ezra Brainerd, Jr.

## Dietrich Asks Authority to Carry Barge Line Case to United States Supreme Court If Necessary

FOLLOWING announcement of the Interstate Commerce Commission's decision, as set forth in the foregoing Washington correspondence, R. W. Dietrich, chairman of the committee on traffic and transportation (river and lake ports) of the merchandise division of the American Warehousemen's Association, informed *Distribution and Warehousing* on Oct. 15 that he had requested the executive committee of the division "to make arrangements for a re-hearing by the full [Interstate Commerce] Commission, and, if necessary, to appeal to the Supreme Court of the United States as a last resort."

Mr. Dietrich, who is president of Dietrich & Wiltz, Inc., New Orleans, and who from the start has "fathered" this legal fight against Federal barge line competition, is of the opinion that warehousing "cannot afford to permit" any precedent to be established such as that implied in the Commission's ruling—in effect, that goods retained indefinitely in a barge line terminal are legally considered as in process of transportation.

A statement prepared by Mr. Dietrich for *Distribution and Warehousing* reads as follows:

"The decision of the Interstate Commerce Commission in Docket 23510—the decision of Division 3—reads as follows:

"Defendant's storage in transit practice at the ports of Memphis, Tenn., and Birmingham and Holt, Ala., in connection with sugar shipped by barge from New Orleans, La., and other Gulf ports, and subsequently forwarded by rail to interior destinations beyond the transit points as a part of the *through transportation* under joint barge-rail rates from point of origin to final destination, found not to result in violation of sections 1, 2 or 3 of the Act. Complaints dismissed."

"The Interstate Commerce Act, Section 1, reads:

"The term "transportation" as used in this Act shall include locomotives, cars, and other vehicles, vessels, and all instrumentalities and facilities of shipment or carriage . . . and all services in connection with the receipt, delivery, elevation, and transfer in transit,

ventilation, refrigeration or icing, storage and handling of property transported."

"As I read the decision of the Commission, carriers are only entitled to perform storage when storage is part of the transportation, and is incidental thereto. The barge line calls its storage rate a transit charge. In my opinion, and with all due respect to the decision, it is not correct to say that goods can be stopped at any point by the carrier and kept on its own premises free indefinitely, or at insufficient storage rates, and still be considered as in the process of transportation.

"I feel, and I believe that our committee will agree with me, that our industry cannot afford to permit such a precedent to be established, and authority has already been requested from our executive officers to make arrangements for a re-hearing by the full Commission, and, if necessary, to appeal to the Supreme Court of the United States as a last resort.

"Of course, we do not have sugar entirely in our mind when waging this battle.

"I feel that we have won out on most of the law points involved. It will be recalled that at the Commission's Memphis hearing the barge line's counsel contended that this was a case for Congress and not for the Interstate Commerce Commission to decide, since the Commission had no jurisdiction. He was upheld in the plea of no jurisdiction by the examiner, Mr. Maidens. The present decision overrules that.

"The counsel for the barge line contended also that we are neither shippers nor carriers under the Act and therefore had no right to complain. The decision affords us this right, as maintained by our counsel.

"The counsel for the barge line contended also that the Commission had no power to prescribe other than minimum rates for the Federal barge line and therefore the Commission was precluded from taking action. The decision denies this.

"It will be remembered that the warehousemen in Memphis, Birmingham, and even in other points far removed from the Mississippi River, were hurt by the

action of the Government's barge line in first giving 60 days' free storage with free handling of sugar, and at the same time restricting transit privileges to the barge line's own warehouses. After the warehousemen made formal complaint to the I.C.C., the barge line made a storage charge, which it called a stopping-in-transit charge, of 1½c. per 100 pounds for 60 days with free handling, but transit privileges still applying only when stored in its own warehouses.

"The barge line's object in restricting transit to its own warehouses seems to have been to use this tonnage as a club against the railroads, since the tonnage enabled the barge line to dictate the routing beyond transit point. Its object in giving free storage was to increase the difference in its favor between the all-rail rate and the barge-rail rate applicable to any given point beyond the river. For example, the difference in rate from New Orleans to Nashville via barge-rail was 8c. per 100 pounds in favor of the barge line. It is fair to state that for 60 days' storage and handling it would cost in the warehouses of our members at Memphis at least 6c. per 100 pounds, so it thus automatically made a difference in its favor of 14c. per 100 pounds against the all-rail rate.

"The barge line officials have just issued a new tariff effective on October 27th, which provides a transit charge of 3½c. per 100 pounds for the first 30 days and then increasing for each 30 days or fraction, at the rate of 2c. per 100 pounds until a total charge for 12 months of 26c. per 100 pounds is reached. No allowance shall be made for Sundays and holidays, 'provided, however, that where sugar is stopped in St. Paul, Minn., or Minneapolis, Minn., time elapsing between November of each calendar year and March 31 of the next calendar year, both dates inclusive, will not be counted in transit time on which transit charges are based.'

"The Federal barge line recently extended the transit privileges at Memphis to freight *only* when stored in riverside warehouses located *adjacent* to Federal barge line's terminals and connected therewith by ramps, gangways, runways, or platforms, over which hand-trucks may be operated.

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"It will be remembered by some of our members that in another case brought by the barge line against the railroads to force them into giving joint rates with the barge line on sugar, the Commission ruled that because of the transit at Memphis by the barge line, the so-called slowness of water transportation was overcome and therefore shippers of sugar by barge-rail routes were entitled only to the lowest *all rail* rates applying between the points involved; therefore it is claimed there is no inducement for sugar to be stored in barge line terminals at Memphis. Consequently, sugar will be inclined to move all-rail; and thus give the warehouses at Memphis, and other points on railroad tracks, a better chance for sugar storage.

"We believe also that the barge line, in attempting to limit transit privileges at Memphis to freight 'only when stored in riverside warehouses located adjacent to Federal barge line terminals, and connected therewith by ramps, gangways, runways, etc., over which hand trucks may be operated,' is unfair to the other warehousemen at Memphis, because it is quite plain that only one warehouse can be so located, and such an arrangement does not necessarily mean any economy for the barge line since the barge line stands no part of the cost of delivery to such riverside warehouse. This is also something which, if allowed to go uncontradicted, may serve as a bad precedent, and against the interest of our members.

"As soon as we get the Government's barge line case out of the way, it is the intention of this committee to investigate some of the abuses that may exist in the Great Lakes ports."

### Opinions by Counsel

AT the suggestion of Mr. Dietrich, statements were prepared for *Distribution and Warehousing*, by Laurence F. Daspit, New Orleans attorney, and Harry C. Ames, Washington, D. C., attorney, who together are counsel for warehousing in this barge line case.

Mr. Daspit, after a brief review of the situation prior to the Interstate Commerce Commission's ruling, said:

"The decision of the Commission supports the American Warehousemen's Association on several of the important points in issue, although finding that the facts do not result in a violation of the Interstate Commerce Act.

"The barge line challenged the jurisdiction of the Commission, which case has been decided against the Federal barge line.

"Secondly, the barge line contested the right of the warehousemen to bring the complaint. This point was also decided against the barge line.

"The Commission held in favor of the barge line contention that the record did not show that the services and rates established by the barge line were so low as to impose an unlawful burden upon other traffic; and further that since the complaint was brought, the Commission had decided that when sugar was stored in transit by the barge

line and reshipped beyond by rail, the rate applicable should be the same as the all-rail rate, instead of the lower barge and rail rates, made differential under the all-rail rate; and that as a result of that decision, the total transportation charges would become higher than the rates and charges in force when the case was heard.

"In conclusion, the association was successful in that:

"First, the right of the association to bring the complaint was recognized.

"Second, that the matter and issue involved was within the jurisdiction of the Interstate Commerce Commission.

"Third, the filing of the complaint by the committee forced the Federal barge line to make material increases in the charges for storage.

"Fourth, the rail carriers were encouraged to bring about an increase in the rates on sugar moving via barge and rail so as to make the rates as high as on all-rail movements, thus tending to diminish the barge and rail movement and increase the all-rail movement, which movement carries storage-in-transit privileges in the warehouses of association members.

"Further, the chairman of the committee is negotiating with the traffic representatives of the barge line with a view of permitting storage-in-transit privileges on shipments moving by barge and rail when the storage is in public warehouses, as well as in those of the Federal barge line, whether such public warehouses are located at riverfront terminal of the barge line or on railroad tracks not so situated."

Mr. Ames said he had carefully analyzed the decision by I. C. C. Division 3 and had found "a great deal of consolidation even though the final result is a dismissal of the complaint." He continued:

"I say 'consolidation' because Division 3 has committed itself on so many points in our favor that I do not think the one remaining ground for dismissal is enough to convince the entire Commission of the propriety of its finding, in the event we decide to appeal.

"I shall first discuss the points on which Examiner Maidens ruled against us and on which Division 3 reversed him on exceptions and argument.

"Examiner Maidens held specifically that the Commission was without jurisdiction. Division 3 overrules him on this point on sheets 2 and 3 of its report.

"Examiner Maidens questions our right to complain. Division 3 accords us this right under Section 13 of the Act. (Sheet 4.)

"Examiner Maidens tacitly agreed with counsel for the Federal barge line that the Commission's lack of power to prescribe other than *minimum* rates for the barge lines precluded it from action in this case. Division 3 specifically overrules him on that point. (Sheet 4.)

"Thus, on the major law points, any one of which, if upheld, would have de-

feated us, we succeeded on exceptions and argument in convincing the Division that the examiner had erred.

"Coming now to the ground assigned for dismissal.

"You will recall that throughout the proceeding we have urged that the 1 1/4c. charge of the Federal barge line for 60 days is not sufficient to cover touch labor costs. A significant thing about Division 3's opinion is that this contention is not denied. That is where Division 3, in my opinion, has laid itself open for a reversal by the entire Commission if we should elect to appeal the case.

"You will observe that the entire reasoning which underlies the dismissal of our complaint is that we have not shown that the *total* charges for the *through transportation* are made so low, by the grant of free storage, as to become burdensome on other traffic. That is manifestly an impossible burden and one which we could not be forced to assume because we do not have access to the carriers' costs.

"I do not think it is essential for us to make our proof as to the *entire* transportation in order to show the violation. It is enough, in my opinion, if we show that a *portion* of the through service is being rendered without charge or at a charge which is obviously too low. I think this is particularly true where the *portion* of the service in question is ancillary in its nature and easily severable from the line-haul service. That is in accord with *American Paper & Pulp Assn. v. B. & O. R. R. Co.*, 41 I. C. C. 506, which involved free storage. In that case the Commission said it was unlawful for a carrier to reduce its charges below the 'cost of the service for which the charge is made.'

"If Division 3 is right in this case then it would be possible for every carrier in the United States to provide free storage in transit. If complaints were made they could defend on the ground that although storage, a part of the through service, was accorded free of charge, the charges for the *entire transportation* were not unduly low. No complainant, having the burden to show otherwise, could succeed and the carriers would be held guiltless. I cannot believe that the law is in any such state. Nor do I think that the full Commission would think so if the matter were brought forcefully to its attention. As a matter of fact, Division 3 had this matter before it sixteen months before it could issue a report on which they agreed. I still believe the Federal barge line violates the law if it grants storage without charge or at a charge below the cost of service, as an incident to *through transportation*, and I still believe that view may be made to prevail in the end.

"In connection with the possibility or advisability of appealing, however, certain things have transpired since the hearing which have changed the complexion of the situation. In *I. & S. Docket 3534* (183 I. C. C. 109, 117) the Commission found that if the barge line permitted storage in transit at inter-

mediate points (on the published basis) there would be no justification for a rate lower than that applicable on rail transportation from point of shipment to ultimate destination. The theory is that the intermediate stop plus rail transportation beyond removes the time-in-transit disability of the barge line, makes its service more than comparable with all-rail service, and removes the justification of a lower charge as an inducement to shippers. If that scheme is applied through Memphis, the barge line will, of course, lose through tonnage. That lost tonnage will go back to the rail lines. And the rail lines will use our warehouses as before.

"That is one thing. The other is that the Federal barge line, sensing the weakness of its position, has at last seen the light and is making a move to increase its storage charges. I have before me a copy of a letter from Mr. L. D. Chaffee to Agent Leland dated Aug. 24, 1932, in which the former agrees to publish a new schedule of storage charges on the following basis:

Period	Present Charge	Proposed Charge
10 days	1 1/4	1 1/2
30 days	1 1/4	2 1/2
60 days	1 1/4	4 1/2
90 days	3 1/4	6 1/2
4 months	5 1/4	8 1/2
5 months	7 1/4	10 1/2
6 months	9 1/4	12 1/2
7 months	12 1/4	14 1/2
8 months	15 1/4	16 1/2
9 months	18 1/4	18 1/2
10 months	21 1/4	20 1/2
11 months	24 1/2	22 1/2
12 months	27 1/4	25

"I do not believe even these charges would be profitable to the A. W. A. members but it is a step in the right direction.

## WATER TRANSPORTATION

"These things must be considered in determining whether or not we should appeal."

### Background

FOLLOWING is a brief historical review of this case, which involves the practices of the Government-subsidized Inland Waterways Corporation, commonly known as the Federal barge line, permitting storage in transit at Memphis, Birmingport, Holt, St. Louis, Minneapolis and other river ports.

The barge line had in effect, several years ago, tariffs permitting storage in transit in its own warehouses on a number of articles, and in order to attract the shipment of sugar to the barge line it established an arrangement permitting sugar to be stored at Memphis and other points without any charge either for the privilege or for the use of the barge line storage facilities.

This subject of Government competition was considered at several conventions of the American Warehousemen's Association and a committee was appointed, with Mr. Dietrich as chairman, with full authority to take action necessary to attempt to protect the interests of the association's members engaged in storage at the ports affected.

Efforts were made to persuade the barge line to withdraw its arrangements, but these were unsuccessful. The A. W. A. merchandise division accordingly filed a complaint with the Interstate Commerce Commission. In this complaint the practice of the barge line were alleged to be unlawful and in violation of certain sections of the Interstate Commerce Act.

Shortly after the complaint was filed

the barge line modified the arrangement so as to make a transit charge for the first 60 days, with a graduated higher transit charge for longer periods. In the opinion of the Dietrich committee, however, the charge was still too low and not sufficient to cover the cost of the service of storage; the committee held it would not enable the public warehousemen to compete with the barge line.

The committee decided therefore to press the complaint before the Commission, and engaged counsel. Facts in support of the industry's contentions were developed at an I. C. C. hearing held in Memphis, before Examiner Maidens. A traffic representative of the Louisville & Nashville Railroad appeared as a witness in the warehousemen's behalf. Followed oral argument at Washington, and the filing of briefs by both sides.

Commenting unofficially on Division 3's recent decision, a spokesman for the A. W. A. had this to say:

"Division 3 apparently was hard put to know what to do with this case. You understand that this is a decision by Commissioners McManamy, Brainard and Lee, constituting Division 3. It is therefore not a decision by the whole Commission. For sixteen months the Division appears to have wrestled with the case, and the decision is of such a character that I believe that the Division would rather welcome our asking for a reopening of the case and a decision by the entire Commission."

Up to the time this November issue of *Distribution and Warehousing* went to press no announcement had been made by the executive committee of the A. W. A. merchandise division as to whether the Dietrich committee would be given authority to appeal the case.

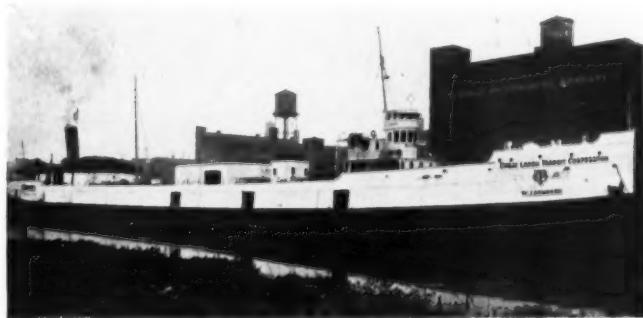
## Largest Single All-Water Consignment of Sugar to Chicago Arrives at Tooker Warehouse

THE largest single consignment of sugar ever to arrive in Chicago by all-water transportation—a cargo consisting of 2,300 tons, or approximately 46,000 bags—was recently unloaded at the dock of the Tooker Storage & Forwarding Co., on the south branch of the Chicago River, from the lake steamship W. J. Connors of the Great Lakes Transit Corporation.

The purpose of bringing this large cargo of sugar by water was to take advantage of the low all-water freight rates. The consignment came through the Panama Canal from San Francisco on vessels flying the flags of the Luckenbach Lines and the American-Hawaiian S. S. Co., to New York. Here it was transferred to tow barges of the fleet of the Seaboard-Great Lakes Corporation and taken through the New York State Barge Canal System to Buffalo. At this point it was reloaded onto the W. J. Connors.

This marks the first step in a two-years' effort to demonstrate the value of

water transportation to merchants in the Chicago area. Now that the feasibility of bringing large cargoes up the south branch of the river has become an established fact, S. C. Tooker, Jr., the ware-



The lake steamship W. J. Connors after unloading 46,000 bags of sugar at the Chicago River dock of the Tooker Storage & Forwarding Co.

house firm's operating executive, feels that there is no reason why similarly large shipments of various types of merchandise should not become a common occurrence.

# Unfurl Your Advertising Banner to the Business Breeze of 1933

**The Post-Depression Era Will Bring a New Wave of Consignment Sales and More Manufacturers Will Be Utilizing Warehousing as Their Distribution Outlet. Why the New Directory Is Certain to Be Consulted as Never Before.**

By H. A. HARING

**D**ISTRIBUTION AND WAREHOUSING's 1933 Warehouse Directory, to be published as part of the forthcoming January issue of "the business paper of the warehouse industry," will be more frequently consulted by national distributors than any previous edition has ever been!

It will be read, and studied, by a new group of business men, including many who hardly know the A. B. C. of spot stocks in public warehouses.

These two statements I make on the basis of what manufacturers have been telling me during the latter half of 1932.

The gruelling experiences of these past two years have jolted many a sales manager from the high-handed way he did business not so very long ago.

These men have learned that they must abandon the old way of selling.

Those who were not open minded enough to observe this for themselves have been told it from higher up—by superior officers and directors. They are now given to understand either that costs to sell go down—or someone's job goes out.

During the hopeless months, when no one would expect sales volume, these men have been studying and thinking.

Now that the psychological depression is over and the up-turn actually showing in their sales, the change from old selling to new will burst upon the country.

The sales manager will not rush out into the field a small army of salesmen on expense account. A dozen sales managers, possibly twice that number, have

**T**HE consigned sales stock *may* be lodged with the jobber or the retailer; the sales service *may* be obtained from a host of brokers and commission houses, from jobbers and special agents. Both, also, *may* be developed through the up-to-date warehouse. Both offer a definite field for enlarging the warehouse business, for expanding its usefulness in the distribution of goods.

And, as all men in the warehousing industry know full well, warehousing itself will in the future take over more and more of other services in the distribution of goods. Mere storing has become but a minor service.

The sales manager of the next few years must sell his goods at a lower cost.

given me comments something along the following line:

"We're cut to the bone now. The dead wood is gone and the senseless expenses wiped out. The first twenty per cent of increased volume will be almost net profit. The company can easily do that much more without adding a man, and before salary cuts are restored. They wouldn't allow me to put on a single man to sell, much less let me reopen a branch office. . . . It's up to me to save that first twenty per cent, not to spend it."

In order to attain these ends, our national distributors are changing their mode of selling.

Anyone can observe the change for himself. For one matter, they have plunged upon the country a new wave of consignment sales. For another matter, as has been increasingly apparent for a whole year, they are searching everywhere for "sales services" to be supplied either on a percentage basis or under some method of payment whereby the cost is controlled by the quantity sold.

These two shifts in selling goods are far more prevalent than most people have appreciated. Both are on the ascendancy. Both will be observable more and more as the business up-turn becomes more pronounced—which means, of course, that when goods begin to move freely again, the consigned stock and the sales service will be everywhere about us.

**F**ortunately for the warehousing industry, both these shifts in selling methods compel the sales manager to think of the public warehouse.

Continued advertising by the warehouseman, accordingly—as will be pointed out—will be essential in 1933 as never before.

Inevitably the public warehouse will come into their plans far more than ever has occurred.

More sales managers will consult the 1933 Directory of Warehousing than ever before. This reference guide will be thumbed by distributors of goods who never made inquiry of a warehouse in the whole course of their business lives. Attorneys in receiverships, and trustees in bankruptcies, will see the Directory, in 1933, who have never seen a warehouse receipt, negotiable or non-negotiable. These men, with the first up-turn of sales volume, will bring into our warehouses goods which previously have been distributed through other channels.

#### **Don't "Wet Blanket" Yourself**

**T**HE listing of your house in the Directory gets to the inquirer the essential facts of your concern. "Essential" facts are given, but nothing more.

The listing must be colorless. That is only fair. The columns of listings are not for sale, and nothing you can do will give you larger type or better position than all the other houses of your city. The alphabet controls the order of insertion. If you happen to come at the top of the page, at the bottom, or in the center, that is only a matter of luck. There is no favoritism or preference.

There remains, however, your advertisement. That's another matter!

Here is your opportunity to tell something about yourself that is "different." You can show your personality, your superior facilities. The Directory issue in January places your house before the distant sales manager; the eleven issues throughout the year keep dinning in the message.

And, for goodness' sake, make your copy tell something!

Stick in something—a word or a sentence or a picture—to show that your house is alive to the new opportunities of warehousing. If you are equipped to store furs, or to give fumigation service, speak up. If you know anything about handling consigned accounts, say it out. If you have done anything in the nature of a sales service, tell it.

By all means say something to show that your house is up-to-the-minute, that you know what the manufacturer needs, that you are prepared to cooperate with him. A dozen houses in your city offer storage but not all of them can do the other thing—namely, help the manufacturer to find a market for his wares.

Nearly a year ago, following the A.W.A. Detroit convention, these pages discussed a sales service by warehouses. During the year reference has often been made to the same thing. It was, however, a bit disconcerting to be asked, in mid-summer, this question:

"Aren't the warehouses doing it?"

"Their ads show nothing of the sort. I've leafed through the 1931 Warehouse Directory and found only one warehouse that advertised any sort of selling help. And that one wasn't even in the United States. It's in Tokio, Japan. No wonder the Japs are lapping up the whole of Asia! They're on their toes."

This questioner was looking too closely. He was trying to find the very words "sales service." It was possible for me to show him, however, many ads in the same Directory where some such service was clearly indicated, or hinted, though without the particular words he was hunting. Eight of the warehouses in Chicago alone had such a suggestion in their "copy," and all of them, I could assure him, would step right into stride with his plans to combine warehouse handling and sale of the goods.

Either your house goes along into bigger and better warehousing, or it drops by the wayside. Do not "wet blanket" yourself by failing to tell the business world what you have to offer.

One new account pays back the cost of your copy for a year. Would you rather have this account to yourself than let it go to another house in your city? At least give yourself the satisfaction of being in the running for the new business, not disqualified by being scratched off before the "get away" from the starting post.

Yes. I'll say "Yes" to your objection before you fling it at me.

Yes, there will still be competition. Of course there will. And price cutting, and railroads' pick-up service, and unfair this and that, and what-not. Nothing the individual warehouse does will alter the nature of competition. Even advertising will not.

## ADVERTISING

But—and this is well to remember—if you weaken your own standing in the business world, you will lose more than your fair share of volume to your competitors. If you lop off your salesmanship, if you quit fighting for new business—you lay your house open to a risk of losing the accounts already on your books. And, if you cease advertising, especially in the industry's one and only publication, you will be waving aloft the white flag of surrender. By not keeping your banner unfurled to the breeze you will be proclaiming:

"We're done! Come on over and take us!"

Which, "being interpreted" after the method of the Good Book, means that if you cease your aggressiveness, as the up-turn comes into the sale of goods, your house is on the run backwards, not forwards.

### Experience

ONE year ago on these pages was related a personal experience which had given me a wholly new slant on advertising.

To a manufacturer, who is also a personal friend, I had recommended Warehouse "A" in a certain city, with the explanation that for him and his product that house was, in my judgment, the best. Later in the year I learned that his company had stored to the extent of about \$500 a month in warehouse charges with Warehouse "B" of the same city.

When I had inquired "Why?" he told me this:

"Warehouse 'A' didn't measure up. We had to arrange for this account in a hurry, as you know. We wanted to break into that market. I never saw either warehouse. But when I got back home, after my talk with you, and our traffic department began to look up the houses, Warehouse 'A' made a poor showing. They're slipping, or something's wrong with them.

"How did we know?

"They are afraid to advertise. Yes, I remember that you recommended Warehouse 'A' as the best one for us, but we couldn't think of tying up for a three years' marketing program with a warehouse that's slipping.

"The Warehouse Directory told us the story. If we've made a mistake, it's not our fault but theirs. 'A' was listed in the fine print; so were a dozen others. 'B' and 'C' had aggressiveness enough to buy each a page of advertising to tell us something of what they offer. We wrote both of them, and 'B' got our account.

"If 'A' is best, that's so only in your opinion. Not in ours. We believe in advertising. 'A' may be all right—probably was when you last knew the situation in that city; but, for us in this day and age, any concern that's afraid to advertise in the trade directory is a back number."

During the year that has slipped by, since we printed the original report of this incident, this manufacturer has continued opening new accounts with warehouses. Even in depressed times their product and their marketing has spread out over the United States.

From August of 1931 to August of 1932, twelve months, this manufacturer paid out, as he sets down in a letter during September, a total of \$81,648 "for warehouse services of handling and storing" this new product. The total thus given applies only to the new product, not to former lines. The money was divided among 16 warehouses.

This manufacturer is nationally known. He is a confirmed patron of the warehouses. Yet the failure of a good warehouse to advertise was more potent against the house than my personal recommendation given to a business friend of long acquaintance who has, repeatedly through the years, accepted my opinion without discount.

In this instance the non-aggressive non-advertiser himself threw a wet blanket over his own good reputation.

This manufacturer interpreted the failure to advertise in the trade's recognized medium, *Distribution and Warehousing*, as sure evidence that the warehouse was headed to become a "back number"!

### Another Incident

THE past year brought to me another personal experience of somewhat the same slant—one which has further impressed upon me the need of keeping everlastingly at the advertising.

The vice-president and director of sales of one of our greatest paper companies has had, during the past two years, a pretty continuous correspondence with me about warehouses and warehousing. The two of us have had three meetings over the luncheon table, always at his invitation; I have twice spoken about warehousing before his company—once before a convention of their jobbers and the other time before a meeting of his own directors.

The purpose of all this interchange of ideas was this:

This great company was about to launch on the market a wholly new brand of printing paper, designed for books and high-quality booklets. Years of experimental work had gone into the product; a new mill was constructed as a unit of one of their existing plants to manufacture the paper. In the summer of 1932 they were prepared to market the new goods.

The paper, for a full line, requires 18 varieties (colors, sizes and weights). The maker determined that every spot stock should provide ample quantities of each of these 18. They also picked out more than 30 marketing centers for distribution.

In every one of these cities, without an exception, the company already had a distributor of the usual type in the paper trades, known as a "paper merchant." For in this industry, the "paper merchant" is the jobber. Repeatedly in my correspondence and talks with this director of sales I raised the query:

"What's the matter with your old connections?"

I was told something of this sort:

"Credit conditions among the paper merchants! The weak ones cannot pass

## ADVERTISING

*Distribution and Warehousing*  
November, 1932

muster with our credit desk; the strong ones refuse to tie up so much capital in a new paper. And then, you know, with prices on the toboggan they'd be foolish to stock heavily a new brand that's not yet known to the printing shops.

"So, in order to get into all markets with the full line, we found we had to carry the stocks. It was either put it with the merchant on consignment, or ship it to warehouses and control it ourselves."

As a result, the new brand is stocked with paper merchants in:

Albany	Miami
Boston*	New Haven
Des Moines	New York*
Hartford	Scranton

It is carried in public warehouses in:

Baltimore	Minneapolis
Boston*	Nashville
Buffalo	New York*
Chicago	Omaha
Cincinnati	Philadelphia
Cleveland	Pittsburgh
Dayton	Portland, Ore.
Houston	Rochester
Jacksonville	San Francisco
Lincoln	St. Paul
Los Angeles	Seattle
Louisville	Washington, D. C.

\*In Boston and New York distribution is attained both through paper merchants and warehouses.

Within these cities where warehouses were to be used arose the inevitable question: "Which warehouse?"

The company did not lack applicants for the business. It is hardly necessary to suggest that callers and telegrams were numerous, and, with some solicitations, "the rates were shot to smithereens."

Sometime in April or May the company submitted to me a list of "possibilities," this list containing two warehouses in each of six cities and three or more in each of the others. The list had been compiled from the usual sources—direct solicitations; the records of the traffic department; warehouses already used for other products; correspondence with paper merchants in the particular cities; A.W.A. headquarters, Distribution Service, Inc., and American Chain; and the Directory issue and the monthly numbers of *Distribution and Warehousing*.

The list was a good one—that goes as a matter of course—and, in my judgment, what I then reported is still true:

"You would not make a serious mistake in letting an office boy make selection from this list, or pick them by lot, or select alphabetically. Every one is a high grade warehouseman. Any difference in their quoted rates will be so slight that you can overlook it, for the reason that the difference in all probability covers some real difference in their service which has not caught your attention.

"I have carefully checked every one with the map of his city, bearing in mind the recognized zone of the printing trades within which your heavy deliveries are to be made. Two of the warehouses [which I named] strike me as poorly located for trucking your goods. [And I detailed the reasons.]

Well, three or four months went by. After we had returned to our summer

home in the Catskill Mountains there came one morning a telephone call, asking me to meet this director of sales in New York for lunch. When he greeted me in the lobby of the Hotel Biltmore, at the appointed hour, he did not even say "Hello" but shot at me this:

"Say, why in the devil did you hold out on me about those warehouses?"

Such an accusation rather floored me. I was so greatly at a loss to understand that I had to ask several questions. He replied in this fashion:

"You left us high and dry. We had to decide which to go into. We couldn't play ball with two or three in one city. You never gave us a hint, and then, after we had quarreled about it and sweated ourselves into butter, one of our men found your own rule for making the selection. In print, too! You held out on me by not telling me what you wrote for *Distribution and Warehousing* last December. You don't remember? Well you ought to! About advertising, and how that manufacturer of insulating board gave you the Ha! Ha! by picking them from their ads and not from your recommendations!"

And, continuing to explain, this director of sales told me:

"Maybe it wasn't fair to them. But we just had to set up some sort of yardstick to measure them against each other. We found one they had made for themselves. We measured them by their own cut of cloth!

"We checked every one by the Directory issue of *Distribution and Warehousing*. Most of them rang true. Only two fell out by that test. Then we took the regular numbers of the same publication, to see which ones kept at it. You know—which ones thought enough of themselves to keep on advertising. That boiled them down mighty fast....

"Say, tell me this. This is what I wanted to know, why I asked you to come all the way into New York today to see me.

"Two cities we're jinxed on. Both look phoney to me.

"Why did 'D' Warehouse, in \_\_\_\_\_, take a page in the Directory and then drop out ever since? And why did Warehouse 'E,' in \_\_\_\_\_, spread out big in the Directory and use a measly two inches all the rest of the year? Tell me that, will you?

"Maybe we're all wet in this thing. Maybe our measuring stick wasn't just fair. Some of them surely measured up almighty 'short' when we thumbed them down. But we're like your own story about the maker of insulating board: we're afraid some of your good warehouses are slipping into the row of back numbers!"

And he said a lot more. He spoiled my appetite by relating some of their conclusions about warehouses—warehouses good and above criticism—but which he questioned merely because of their advertising policies. Yet, all the time, he had me at a serious disadvantage, especially when he would make such a statement as this:

"Remember this. We're after the national market. Any national distributor is an advertiser. He must be. It's his advertising that makes him national. Therefore, we believe in advertising. Our business sinks or swims by our advertising. Can you blame us if we measure the warehouses by that same yardstick? Prove us wrong if you can, but the burden of proof is on you.

"Here's our answer to the two cities where we're jinxed," and he named two warehouses, one in each city. 'D' and 'E' may be all right. You say they are. But both of them are out of the picture for our printing paper—unless you can show me where we're nutty."

Never, in all my business contacts, had I run right smack into such a view of advertising—the need of doing it, and the penalty for not doing it.

#### *The 1933 Directory*

TURNING now, our thought to *Distribution and Warehousing's* Directory for 1933, we find that its listing information will undergo a few changes this coming year. These changes are introduced in order to meet new demands on the part of warehouse patrons—for, after all is said, those who use this book as an encyclopedia of information have the right to dictate what it shall contain.

To meet one handicap of the former listings, the "warehouse classification" in the new Directory will appear immediately following the name of the warehouse.

In the past, the names of officers (which occasionally occupied three lines of type), the date of establishing the business, and the capital invested, followed the name of the warehouse. Then came the "classification." Users of the book, however, wish first of all to identify those warehouses which offer the service they happen to require. It does no good to work one's way through three lines of type giving the information just outlined and another line to show such an item as "branch of So-and-So located at such-and-such address." What the subscriber wants is to locate the merchandise or household goods or cold storage warehouses of a city. Having reduced the city's houses to a list of those which fit his needs, he then is ready to examine into names of officers, capital in the business, and other data.

The "classifications" are to be:  
"Mdsc" for merchandise.  
"HHG" for household goods.  
"MDSE&HHG" for merchandise and household goods.

"MDSE&CS" for merchandise and cold storage.  
"CS" for cold storage only.

It will now be much easier to locate the type of warehouse desired.

Also the 1933 Directory will furnish information as to cold storing of furs and fabrics, together with data concerning the sort of fumigation available. Thus the subscriber will now know:

Is there a cold storage plant for furs and fabrics?  
The type of fumigation used for: (a)

(Concluded on page 31)

# Coasting Is Always Done Down Hill\*

Don't Defer Advertising  
Until the Eleventh Hour

By FRITZ J. FRANK  
President, United Business Publishers, Inc.

THAT the passing of the depression will blow every company away from the rocks of disaster and toward the harbor of prosperity is a rather general belief. But a study of conditions existing at the termination of previous depressions affords scant grounds for this belief.

On the contrary we find that returning trade winds by no means distribute their favors impartially. A few companies move forward rapidly as soon as the fog begins to lift. Others move ahead slowly, while some actually continue to drift backward.

The businesses that respond instantly to the first favoring breezes naturally are those with sails spread in the shape of an improved product, an alert organization and an adequate marketing program. The others follow along in the order in which they are able to get

themselves into competitive position. Some, however, find they do not move forward at all. They have taken in so much sail that even with general conditions improving they continue to drift backward. It will be recalled that even in the breeziest days of the Coolidge and early Hoover era the rate of business wrecks was far from zero.

The passing of the present depression, like the waning of its predecessors, doubtless will see many companies getting into action too late to save themselves, for rebuilding an organization that has been permitted to run down is more than an overnight job. Furthermore, product improvement is seldom a rapid process, and certainly advertising begun in the forenoon can hardly be expected to bear fruit before nightfall.

FAILURE to recognize this is probably the reason why depressions cause such marked changes in the roster of leaders in various fields. The big names are exposed to the temptation to coast on their reputations, whereas the runners-up, always looking for an opening, are quick to act at the first sign the fog is lifting. By deferring action until the eleventh hour the leader's supremacy is threatened. The danger involved in delay is probably greater with respect to advertising than to any other factor making for a successful business, because of the time element inherent in advertising. An improved product can be rushed through under pressure. A moribund organization can be revived quickly by expert hands, but time alone can ripen the fruits of advertising.

We hear men say, "I will advertise again when things improve," implying that they believe advertising to be immediate in its effect, when, as a matter of fact, to get the benefit of the pickup, they must begin to advertise well before the pickup.

Many of us are driving three-year or four-year-old cars. Thousands of us hope to be able in the next six months to buy a badly needed new one. *We are now being sold the make we shall buy.* The automobile manufacturer who withholds his four-color spreads until we are ready to place the order will find he has waited too long, for our preferences are being formed long before we are ready to make the actual purchase.

We distrust the unknown, and prefer to buy that with which we are favorably acquainted, whether it be a pair of shoes, a face cream, a life insurance policy or an automatic lathe.

Whether the indications that the present depression is passing are genuine, no one can say, but certainly the time has come for the head of every business to banish from the minds of his executives the negative attitude that is depression-bred and supplant it with a constructive, forward-looking attitude toward the future of the business. The change will not prove an easy one to effect, for a depression is regarded by many men as an opportunity to take a mental vacation. Not only is it a convenient excuse for inertia, but a handy alibi as well.

Some may find it almost impossible to change their outlook, and will prove to be incapable of recognizing that the sales curve of their company might be aimed upward once more, provided they bend their efforts toward reversing its trend. Such men become so habituated to inaction that when the time to fight arrives they are unable to shake off their lethargy.

Oddly, these men often have an exaggerated conception of the impregnability of their respective companies. "The time is not ripe for action by the Blank Company. We will wait until business gets better." Business gets better but not for the Blank Company, and one day the Blank Company loses its identity by what is euphemistically termed a

"merger" with a hustling competitor, not yet old enough to know that coasting is always done down hill.

Just as advertising builds reputation, impression upon impression, so does a protracted period of non-advertising cause a gradual fading of reputation. Unfortunately there is no moratorium or forgetting. Reputations fade just as fast in dull times as in good. Eleventh hour restoration of dimmed reputations is not always unsuccessful, but it is always costly. Better not wait until the wood begins to rot before applying a coat of paint.

Which brings up the question of the wisdom of withholding from the market an improved product simply because the present volume of business is subnormal. Educating prospective buyers in any field on the advantages of even a markedly better product takes time. Why defer the marketing of a superior article until demand is greater, when the presentation of the better product will in itself stimulate demand? An examination of conditions prevailing in the later periods of past depressions reveals that the invention and marketing of new and improved products has played a major role in speeding depressions on their way out.

Depressions do not end of themselves. *They are ended*, largely by the development and intelligent marketing of products so attractive to the buyer that he *must buy*. Therefore, advertising, marketing's ablest lieutenant, will help those who use it wisely to be among the first to profit.

\*Reprinted from "Printers' Ink."

# Occupancy Swings Upward for First Time in Months

Average Advances  
to 62.7%

By KENT B. STILES

## PUBLIC MERCHANDISE WAREHOUSING

JULY-AUGUST, 1932

Division and State	Per Cent of Floor Space Occupied	TONNAGE												
		Received During Month		Equivalent No. of Lbs. per Sq. Ft.		Delivered on Arrival		Equivalent No. of Lbs. per Sq. Ft.						
		July	Aug.	July	Aug.	July	Aug.	July	Aug.	July	Aug.	July	Aug.	
NEW ENGLAND (Total)...	60.6	61.2	16,068	15,021	11.4	10.8	2,488	3,215	1.8	2.3				
Vermont and New Hampshire	69.2	71.5	95	58	1.5	1.8								
Massachusetts	58.3	59.0	12,963	11,414	14.9	13.0	568	888	0.7	1.0				
Connecticut	81.2	79.8	1,259	1,254	5.5	5.3	1,670	2,032	7.3	8.5				
Rhode Island	50.9	53.3	1,751	2,295	7.2	9.4	250	295	1.0	1.2				
MIDDLE ATLANTIC (Total)...	62.2	63.1	88,806	102,693	10.8	12.6	9,530	9,524	1.2	1.2				
N. Y. Metropolitan Dist.	62.3	62.7	58,700	71,733	9.3	11.5	3,424	2,380	0.5	0.4				
Total (1)...	58.0	57.1	29,780	38,863	9.1	11.8	1,699	1,471	0.5	0.4				
Brooklyn	61.6	61.9	4,106	5,707	5.5	7.7	885	66	1.2	0.1				
Manhattan	71.9	72.3	23,581	26,008	11.2	12.4	810	813	0.4	0.4				
Nearby New Jersey	35.0	62.7	1,242	1,155	9.7	9.0	30	30	0.2	0.2				
All other Met. Dist.	55.5	61.7	11,930	13,583	15.7	18.4	4,318	4,891	5.7	6.6				
N. J., except Met. Dist.	51.9	54.0	892	1,037	8.9	10.3	32	32	0.3	0.3				
Pennsylvania	67.7	67.9	17,275	16,340	16.1	15.1	1,756	2,253	1.6	2.1				
E. NO. CENTRAL (Total)...	65.2	63.5	97,268	94,805	19.9	19.5	15,097	17,710	3.1	3.6				
Ohio	65.3	64.7	14,220	14,234	12.2	12.2	6,028	6,028	4.6	5.2				
Indiana	73.7	70.7	8,756	4,644	20.8	11.1	1,721	1,502	4.1	3.6				
Illinois, except Chicago	70.1	67.6	5,165	4,951	21.8	20.9	1,280	1,371	5.4	5.8				
Chicago	66.8	62.8	31,997	29,220	21.6	19.7	1,949	3,303	1.3	2.2				
Michigan	60.5	60.5	29,417	33,749	24.1	27.8	3,013	3,245	2.5	2.7				
Wisconsin	60.2	59.8	7,713	8,007	21.8	22.8	1,698	2,261	4.8	6.4				
W. NO. CENTRAL (Total)...	61.6	60.5	67,573	46,388	24.6	17.3	16,727	26,191	6.1	9.8				
Minnesota, except Minneapolis and St. Paul	66.3	66.1	2,141	3,892	18.4	33.4	566	758	4.9	6.5				
Minneapolis and St. Paul	67.2	66.3	13,744	13,486	18.0	17.8	5,812	6,285	7.6	8.3				
Iowa	52.0	53.7	7,632	6,881	21.9	19.9	2,195	2,352	6.3	6.8				
Missouri, except St. Louis	58.6	56.6	7,925	3,308	15.3	7.1	1,238	1,817	2.4	3.9				
St. Louis	74.9	70.9	24,385	9,123	67.3	25.1	2,946	12,142	8.1	33.4				
North Dakota	48.0	45.7	1,583	1,788	12.2	15.3	324	352	2.6	3.0				
South Dakota	68.3	73.8	2,548	1,007	36.1	14.3	1,134	404	16.1	5.7				
Nebraska	54.2	52.5	4,713	4,642	15.9	15.7	1,219	1,329	4.1	4.5				
Kansas	52.9	53.2	2,902	2,261	20.8	16.2	1,293	752	9.3	5.4				
SOUTH ATLANTIC (Total)...	63.8	64.0	25,745	27,979	15.1	15.9	8,665	7,745	5.1	4.4				
Maryland and Delaware	60.7	59.5	13,243	16,069	13.2	14.9	1,199	1,035	1.2	1.0				
District of Columbia	80.1	81.4	1,483	2,019	16.3	22.2	1,651	1,585	18.1	17.4				
Virginia	59.4	73.8	1,178	1,712	8.6	12.6	444	598	3.2	4.4				
West Virginia	80.8	78.2	1,502	1,186	18.0	14.2	779	906	9.3	10.9				
North and South Carolina	61.2	64.7	1,906	2,394	13.3	18.1	513	344	3.4	2.6				
Georgia and Florida	67.1	65.0	6,343	4,599	26.1	19.1	4,079	3,277	16.8	13.6				
SOUTH CENTRAL (Total)...	60.6	62.0	21,657	44,989	9.6	19.6	11,765	26,784	5.2	11.6				
Kentucky and Tennessee	51.0	54.8	2,321	20,680	8.5	71.4	2,516	12,855	9.2	44.4				
Alabama and Mississippi	56.9	60.0	1,084	1,405	11.5	14.9	737	934	7.8	9.9				
Arkansas	61.9	63.7	747	1,610	5.7	12.2	541	893	4.1	6.8				
Louisiana	52.3	52.5	8,741	10,161	9.6	11.2	658	904	0.7	1.0				
Oklahoma	58.6	73.6	4,497	7,039	38.9	43.6	5,542	9,267	48.0	57.4				
Texas	66.9	67.2	4,267	4,094	5.9	5.7	1,771	1,931	2.4	2.7				
MOUN. and PAC. (Total)...	63.6	62.8	22,278	21,125	12.2	11.7	8,615	8,929	4.7	5.0				
Idaho and Wyoming	70.3	73.9	353	586	8.0	14.6	404	450	9.6	11.2				
Montana	81.5	79.4	294	293	6.5	6.5	250	463	5.6	10.2				
Arizona and New Mexico	57.1	52.6	304	422	3.5	4.8	378	421	4.3	4.8				
Utah	63.6	63.1	1,739	1,987	23.5	26.8	116	245	1.6	3.3				
Colorado	62.9	64.0	2,184	1,945	10.0	9.3	1,147	1,230	5.3	5.9				
Washington	70.1	68.9	4,333	3,941	17.5	16.1	3,253	3,096	13.1	12.7				
Oregon	60.0	61.9	895	1,375	17.6	27.0	345	451	6.8	8.9				
California	61.8	60.9	12,196	10,576	11.5	10.1	2,722	2,573	2.6	2.5				
TOTAL FOR UNITED STATES...	62.6	62.7	339,395	353,000	14.8	15.4	72,887	100,098	3.2	4.4				

(1) Because of the importance of this territory, figures are shown separately from the State total.  
The figures for July have been revised; those for August are preliminary. Decrease in the figures for the State of California due to the omission of the entire city of Los Angeles.

ATER a downward swing which had prevailed since last March, public merchandise warehousing's occupancy curve took on an upward movement at the end of August, according to the latest Government figures, made public at Washington on Oct. 17.

On the final day of August the reported average occupancy for the entire country was 62.7 per cent (provisional). The previous recorded advance was at the close of the year's third month—64.3 per cent as compared with 63.8 per cent at the end of February. In the ensuing period the curve receded—through 64.0 in April, 63.5 in May, 62.7 in June, and 62.6 in July. The newest (provisional) average, 62.7, marks at least temporarily the end of the decline.

August's provisional 62.7 per cent, as shown in the accompanying July-August table issued by the Bureau of the Census of the Department of Commerce, compares with the percentages recorded for the last day of August for the four preceding years as follows:

1928 1929 1930 1931 1932  
Last day of August. 67.9 71.9 68.4 64.6 62.7

The tonnage figures in the accompanying July-August table indicate that in August a smaller percentage of goods arriving at the reporting warehouses entered storage (out of total volume received) than in the earlier month.

In August, 453,098 tons arrived at 1,209 reporting warehouses; of this volume, 353,000 tons, or 77.9 per cent, entered storage, the balance being delivered on arrival. In July the total arriving volume (at 1,216 warehouses) was 412,282 tons, of which 339,395 tons, or 82.3 per cent, entered storage, the balance being delivered on arrival.

The provisional 77.9 per cent for August compares as follows with the August figures for each of the four preceding years:

1928 1929 1930 1931 1932  
August ..... 73.5 75.8 78.3 78.0 77.9

### Occupancy

THE 1.9 per cent average decline, for the entire country, on this past Aug. 31 from the level recorded for the previous year's corresponding date was not reflected in Massachusetts, Connecticut, a small part of the New York metropolitan district, New York State outside the

New York metropolitan district, Pennsylvania, St. Louis, South Dakota, Delaware-Maryland, District of Columbia, Virginia, the Carolinas, Oklahoma, Texas, Idaho-Wyoming, Montana, and Utah, from all of which gains were reported.

The following comparisons are available across five years:

	Occupancy—End of August				
	1928	1929	1930	1931	1932
Mass.-Vt.	52.5	57.5	... .	...	...
Me.-Vt.-N. H.	...	...	75.0	...	...
Vt.-N. H.	...	...	78.5	71.5	...
Mass.	54.0	58.7	...	57.3	54.0
Conn.-R. I.	...	...	63.9	64.6	79.8
Conn.	...	...	45.8	65.1	53.5
R. I.	...	...	67.4	67.1	63.6
N. Y. Met. Dist.	72.5	75.3	64.5	62.7	62.7
Brooklyn	67.5	71.7	62.7	61.1	57.1
Manhattan	78.4	74.9	67.1	63.6	61.9
Nearby N. J. & other	77.6	82.1	66.5	64.4	72.3
Nearby N. J.	...	...	66.5	64.4	72.3
All other	...	...	47.8	64.6	62.7
N. Y. State	70.3	72.1	...	...	...
N. Y. State except Met. Dist.	...	...	70.2	60.0	61.7
N. J. State	77.0	82.3	...	...	...
N. J. State except Met. Dist.	...	...	57.0	57.0	54.0
Pennsylvania	71.3	70.1	66.5	61.0	67.9
Ohio	82.1	89.9	78.3	72.1	64.7
Indiana	71.8	82.2	74.7	77.9	70.7
Illinois	73.4	86.1	...	...	...
Ill. except Chicago	...	...	72.8	75.3	67.6
Chicago	74.3	87.7	74.6	69.1	62.8
Michigan	72.1	69.0	71.1	66.2	60.5
Wisconsin	78.5	92.1	61.4	63.5	59.8
Minnesota	70.4	78.5	...	...	...
Minn. except Mpls. & St. Paul	...	...	70.6	75.8	66.1
Mpls. & St. Paul	67.2	77.4	70.5	66.8	66.3
Iowa	65.5	68.2	66.3	58.4	53.7
Missouri	77.1	77.3	...	...	...
Mo. except St. L. St. Louis	...	...	53.6	71.8	56.6
No. & So. Dakota	84.9	92.8	74.5	78.1	68.4
No. Dakota	...	...	69.9	61.5	45.7
So. Dakota	...	...	88.1	72.4	73.8
Nebraska	51.6	64.8	56.9	65.9	52.5
Kansas	73.2	82.3	74.5	70.5	53.2
Del.-Md.-D. C.	59.3	57.5	...	...	...
Del.-Md.	...	...	72.5	57.3	59.5
D. C.	...	...	64.1	76.6	81.4

## A REAL HAULING JOB

### Tonnage

As already pointed out, the percentage of volume which entered storage this past August, out of the total arriving volume, was slightly smaller than the percentage recorded for August of 1931. By divisions the comparisons across five years are as follows:

	Percentage Entering Storage—August				
	1928	1929	1930	1931	1932
New England	79.5	72.8	78.5	71.8	82.4
Middle Atlantic	79.6	85.9	90.8	87.7	91.5
E. No. Central	87.0	87.2	82.1	81.9	84.3
W. No. Central	71.4	73.4	74.6	75.7	63.9
South Atlantic	41.8	42.5	75.8	74.8	78.3
E. So. Central	78.7	72.5	72.1	58.4	61.6
W. So. Central	78.2	79.8	75.7	67.9	63.8
Mountain	58.5	52.7	60.2	57.7	65.1
Pacific	69.4	73.7	67.8	73.5	72.2
Entire country	73.5	75.8	78.3	78.0	77.9
Warehouses reporting	1213	1226	1415	1191	1209

Comparing this past August's (provisional) percentages with those recorded for July, it is disclosed that the average decline of 4.4 per cent for the entire country was not reflected in the Middle Atlantic, South Atlantic and East South Central sections. By divisions the comparisons follow:

	Percentage Entering Storage—1932		
	July	August	Change
New England	86.6	82.4	— 3.2
Middle Atlantic	90.3	87.5	+ 1.2
E. No. Central	86.6	84.3	— 2.3
W. No. Central	80.2	63.9	— 16.3
South Atlantic	74.8	78.3	+ 3.5
E. So. Central	51.1	61.6	+ 10.5
W. So. Central	68.2	63.8	— 4.4
Mountain	67.9	65.1	— 2.8
Pacific	73.4	72.2	— 1.2
Entire country	82.3	77.9	— 4.4
Warehouses reporting	1216	1209	

## Moving 60-Ton Monolithic Columns a Real Job by Pittsburgh Company

PITTSBURGHERS were entertained recently by a demonstration of the efficiency of modern hauling machinery that was "just another job" in the estimation of officers of the Pennsylvania Transfer Co., Pittsburgh. This was the transportation of the first of sixty-two 60-ton Ionic monolithic columns that will adorn all sides of the new Mellon Institute, at Fifth and Bellefield Avenues.

The Mellon Institute columns are the largest monoliths ever quarried in this country, and are believed to be the largest one-piece columns in the world. Each cylinder is 36 feet 6 inches in height and, with base and cap, which were hauled separately, stand 42 feet 6 inches. The columns have an average diameter of 5 feet 6 inches, tapering slightly from 5 feet 11 inches at the base. The bases weigh three tons each and the caps more than five tons each.

The stones are loaded on a truck and trailer, carefully braced to avoid mis-

(Concluded on page 36)



First of the 62 60-ton monolithic columns being hauled to the Mellon Institute, Pittsburgh, by the Pennsylvania Transfer Company

# Mechanical Recording of Shipper's Stocks in Public Warehouses

**Fleer Corporation, Philadelphia Confectioners, Devises New Checking System Which Conserves Time**

By RALPH H. BUTZ

ONE of the most ingenious systems for the control of manufacturers' stocks in public warehouses is that devised by the Frank H. Fleer Corporation, manufacturing confectioners, Philadelphia, which uses the facilities of a chain of twenty-eight public warehouses for the national distribution of its products to more than 15,000 customers.

The efficiency of public warehouses for distribution of its products has long been recognized as the most economical method by this firm, but it is only during the past year that a mechanical system for stock control has been employed to maintain an accurate record of all warehouse stock movements.

The system has been developed in such a manner that the records used for fiscal accounting and sales analysis are utilized also for stock control.

All the records are kept on cards of the type used in sorting and tabulating machines. The entire system is based on the use of numerical codes, and any sales or accounting data may be indicated on these cards by punching certain series of numbers. Automatic indexes on the sorting machine then separate these cards into 600 sub-divisions for filing. The compilation of lists or

other data is accomplished by running these cards through a tabulating machine at the rate of 425 cards a minute.

Shipments from the factory to warehouses are recorded on these cards in detail, listing the number of cartons of each class and commodity. For instance, if a shipment to warehouse No. 14 contained the following:

500 cartons	Class 4	Commodity 78
2000 cartons	Class 17	Commodity 42
1000 cartons	Class 8	Commodity 14

three separate tabulating cards would be required to record this shipment for the records.

One card would be used to record the class and commodity of each of the three kinds of products. The class number indicates the manner in which the product is packaged, and the commodity number has reference to the type of product. A certain product may be available in three different styles of packages, meaning that the product would have three different class numbers to identify each type of packing.

These cards then show the amount of stock with which the warehouse is debited, just the same as though the entries were made in a stock ledger.

CREDITS to the warehouse for withdrawals from stock are shown by the sales analysis cards that are prepared for each shipment. Authorization to the warehouse for withdrawals is governed by three different procedures.

The first concerns a preferred list of customers who are permitted to draw on these stocks at any time on their own orders. The Fleer company furnishes a list of these accounts to the warehouse, and as goods are issued to such accounts the warehouse forwards a copy of the order to the factory.

The second method concerns a rating list given to the company's salesmen. When a salesman sells an order to an account having the proper rating, delivery of the goods will be made from the warehouse upon the salesman's order. The salesman forwards a copy of the order to the sales office at the factory, and the warehouse also forwards a delivery sheet showing the goods delivered from stock.

The third procedure applies to accounts that must be approved by the credit department at the factory. Such orders are forwarded to the credit office, where they are approved for shipment,

or rejected. If approved, the orders are forwarded to the warehouse for delivery.

Regardless of the plan under which withdrawals from stock are authorized, the actual billing and accounting for each shipment is taken care of at the main office of the factory.

When a warehouse reports delivery of merchandise to a customer, an invoice is written and mailed to the customer. Then a tabulating card is punched, indicating the date of delivery, invoice number, customer's code number, and the amount of the invoice. This is designated as the accounts-receivable card, and takes the place of the old style customers' ledger. The accounts-receivable card contains also spaces to record the date the account is paid, and to list the amount of deduction for discount, freight and allowances. Thus the debit and credit for each shipment is balanced on each card.

Following this the sales analysis cards are prepared, and these are cards that establish the credit to the warehouse for withdrawals from stock. These cards are the same size as the accounts-receivable cards, but have different series of numbers. Sales and stock

movements are indicated on these cards by punching certain numbers according to the numerical code used for the purpose.

For instance, if warehouse number 14 makes a shipment on Oct. 15, on order from salesman No. 22, to the Bx Company, Akron, Ohio, of the following merchandise:

10 cartons	Class 4	Commodity 78	\$20
10 cartons	Class 17	Commodity 17	18

two separate sales analysis cards will be prepared. One card will record the 10 cartons of Class 4, Commodity 78, while the second card will record the 10 cartons of Class 17, Commodity 17. Each card, however, will contain the date, territory or warehouse number, salesman's number, and the customer's name and address in code.

At the end of the month the warehouse will forward to the factory a tabulated list of shipments received and withdrawals from stock, together with an inventory of stock on hand.

The checking of these warehouse reports is accomplished very quickly in the Fleer company's office. The cards

(Concluded on page 21)

# FROM THE LEGAL VIEWPOINT

By  
**LEO T. PARKER**

## **Warehouseman Is Liable for Wrongful Delivery**

A REVIEW of recent higher Court decisions clearly establishes the fact that when a warehouseman delivers stored goods to any person who fails to surrender the negotiable warehouse receipt, issued when the goods were accepted, he is liable in damages to the holder and lawful owner of such receipt. This point of the law was upheld by a higher Court in the late case of *Bank v. Schmaltz*, 9 P. (2d) 112.

The facts in this instance are that a warehouseman accepted for storage bales of hops and issued a negotiable warehouse receipt therefor. Later the owner of the hops negotiated the receipt with a bank. Soon afterward the warehouseman delivered the hops to a man named Johnson. When the bank demanded delivery of the hops the warehouseman could not make the delivery and the bank filed suit to recover damages. In holding the warehouseman liable, the Court said:

"At the time these hops were delivered to Johnson, he was not in possession of the warehouse receipt nor did he have any written authority from the bank to act as its agent. . . . The measure of such damages, as I have said, is the reasonable market value of hops of the same or similar quality at Mt. Angel at the time of the conversion of the hops, which is the time or times when the same were wrongfully delivered to Johnson."

## **Liability Under Reissued Receipt**

VARIOUS Courts have held that where one of two innocent parties must suffer from the fraud of a third, he who reposed trust and confidence in the fraudulent agent must bear the loss. An example of this law is found in the late case of *Joy v. Farmers' Nat. Bank*, 11 P. (2d) 1074.

The facts of this case are that the general manager of a warehouse company received warehouse receipts from a customer and delivered the stored goods. Instead of destroying or cancelling the receipts he reissued them as collateral for a loan. Later the holder of the receipts sued the warehouse company to recover their value.

Counsel for the warehouse company argued that the latter should not be liable because the manager reissued the

receipts without proper authority. However, the Court held the warehouse company liable, saying:

"The fact that Trueblood, as general manager for defendant's [warehouse company's] business, had received the warehouse receipts from the party rightfully owning the goods, and had surrendered the goods upon the receipt of the receipts, but had failed to cancel the receipts immediately upon receiving the same, would not constitute a lawful excuse for defendant's failure to deliver the goods on the negotiable warehouse receipts when so requested by plaintiff. . . . Where one of two innocent parties must suffer from the fraud of a third, he who reposes trust and confidence in the fraudulent agent ought to bear the loss."

## **Your Legal Problems**

**MR. PARKER answers legal questions on warehousing, transfer and automotive affairs.**

**There is no charge for this service.**

**Write us your problems. Publication of inquiries and replies gives worth-while information to you and to your fellows in business.**

## **Liability for Goods**

GENERALLY speaking, proof by an owner of stored goods that such goods were delivered to a warehouseman for storage and that the warehouseman refused to deliver the goods on demand, results in liability by the warehouseman, if he fails to prove that loss of the merchandise resulted from a cause not based on his negligence.

For illustration, in *State Storage v. Scheper*, 181 N. E. 385, it was shown that a person delivered to a warehouseman household goods. The warehouseman agreed to keep the household goods safely and securely in its warehouse until called for. When the owner demanded delivery the warehouseman failed to abide by the demand and the owner filed suit. In holding the warehouseman liable, the Court said:

"The legal relation between the appellant [warehouseman] and appellee [Scheper] was that of bailee and bailor.

As such bailor it was necessary for the said appellee to prove the contract, the delivery of the goods to the appellant, and the failure of the appellant to return them to him. This proof was made and it constitutes a *prima facie* case of breach of the contract."

## **State Statute Is Held Valid**

THE law is well established that any State statute is valid and enforceable by the terms of which a warehouseman is required to exercise ordinary care to preserve stored property against damage. This point of the law was discussed in the late case of *Alabama Freight Co. v. Jiminez*, 9 P. (2d) 194.

The facts are that a State law provides:

"A warehouseman shall be liable for any loss or injury to the goods caused by his failure to exercise such care in regard to them as a reasonably careful owner of similar goods would exercise, but he shall not be liable, in the absence of an agreement to the contrary, for any loss or injury to the goods which could not have been avoided by the exercise of such care."

An owner who stored property with a warehouseman demanded delivery, which was refused by the warehouseman. The owner filed suit. In holding the law valid and holding the warehouseman liable, the Court said:

"Obviously, the warehouseman must deliver the goods as received unless they have been injured by something which could not have been avoided by his exercise of the care which a reasonably careful owner of similar goods would exercise regarding his own."

## **Duty to Safeguard Rented Property**

IT is well settled law that a person who borrows an article is bound to exercise a high degree of care to prevent damage or loss of such article. However, this rule is not applicable where the possessor hires equipment.

For instance, in *Bowman v. Vandiver*, 47 S. W. (2d) 947, it was disclosed that the owner of equipment rented it to another. The equipment was damaged and the owner sued to recover payment, contending that the renter was bound to use a high degree of care to safeguard the apparatus against loss or damage.

However, the Court refused to agree with this contention, saying:

"Vandiver having alleged . . . a contract of hire, his claim for damages thereto while in their possession is not controlled by the rule fixing the responsibility of a borrower, but this fact brings it within the rule of a bailee for hire, which is that such bailee is bound to exercise ordinary care, and is responsible for ordinary negligence unless there be fraud or a special contract by which it may be varied in that particular case."

### **Common Carrier Decision**

THE law is well established that a private carrier cannot be subjected to the requirements of a common carrier, but a person cannot, by the execution of a contract, change the character of his operations from those of a common carrier to those of a private carrier, providing he actually is a common carrier. It is important to know that several persons may combine and operate as a private carrier.

For example, in *Denver & R. G. W. Ry. Co. v. Linck*, 56 F. (2d) 957, it was shown that twelve merchants jointly purchased a truck and employed an operator to transport merchandise required in their mercantile businesses. It was contended that the operator should obtain a certificate from the Public Utilities Commission. However, the Court held otherwise, saying:

"Several individual owners of mercantile businesses can jointly purchase, own and operate a truck and employ a person to operate the same for the purpose of transporting merchandise required by them in the operation of their businesses. Such business owners are not required to obtain certificates of convenience and necessity, and are not required to comply with the Public Utilities Act, as long as the operation of the truck is confined to the carrying on of their respective mercantile businesses. If they operate the truck for others and as a common carrier, as well as for their own institutions, they would then become subject to regulation by the Public Utilities Commission."

### **Suit Filed in Proper County**

IN many States the laws require that suit shall be filed in the county in which the warehouseman has located his principal place of business. However, this usual rule was varied by a recent higher Court in Alabama.

For illustration, in *National Surety Co. v. First Nat. Bank of Opelika*, 142 So. 414, it was shown that the holder of warehouse receipts filed suit against the warehouseman, alleging to be the holder of negotiable warehouse receipts issued by the warehouseman, and that on demand for the goods, when presenting the receipts, the warehouseman had failed and refused to deliver the merchandise. The suit was filed against the

warehouseman and surety in the county where the surety, a foreign corporation, was doing business by its agent, notwithstanding the fact that the warehouseman resided elsewhere. Although the warehouseman contended that the suit could not be filed in this county, the Court held otherwise, saying:

"As the defendant National Surety Company was doing business by agent at the time the cause of action accrued, and at the time the suit was commenced, in Lee county, Alabama, and was thus subject to suit in that county, the plaintiff could bring his suit in any Court having jurisdiction of any one of the defendants, and the Circuit Court of Lee county had jurisdiction of the corporation defendant."

### **Discriminatory Law Held Valid**

GENERALLY speaking, any taxation law is illegal which is unreasonable or discriminates between persons in the same classification of business.

For example, in *Nutt v. Ellerbe*, 56 F. (2d) 1058, it was disclosed that a State law imposed a tax on trucks engaged in *contract* hauling and exempted farmers, dairymen and lumbermen from payment of license. The Court promptly held the law void, saying:

"There is no doubt that the Legislature, so far as the Federal Constitution is concerned, may classify objects of taxation; but such classification must not be arbitrary, and must have some reasonable basis. . . . The State imposes upon him [warehouseman], for hauling freight and property over the highways of the State, a tax; but a farmer may haul farm products for compensation, a dairyman may haul dairy products for compensation. . . . No valid reason can be suggested why a tax should be imposed in one case and not in the other."

### **An Agent of the Shipper May Recover Overcharge**

CONSIDERABLE discussion has arisen from time to time as to whether a person who acts as agent of the owner of goods, and entitled to receive a shipment from a carrier, may rightfully sue the carrier in his own name to recover overcharges. This point of the law was decided by the Supreme Court of the United States in the recent case of *Adams v. Mills*, 52 S. Ct. 589.

The facts are that a bailee, to whom goods were shipped, paid the carrier overcharge freight rates. Later the bailee filed suit against the carrier to recover the overcharge. Counsel for the carrier contended the bailee was not entitled to a recovery because, according to the interstate commerce Act, before any party can recover he must show not merely the wrong of the carrier, but that the wrong has in fact operated to his injury.

Notwithstanding this argument, the Supreme Court held the bailee entitled to recover from the carrier, and said:

"The plaintiff [agent] was the consignee of the shipment and entitled to possession of it upon payment of the lawful charges. If the defendant [carrier] exacted from him an unlawful charge, the exaction was a tort, for which the plaintiff was entitled, as for other torts, to compensation from the wrongdoer. Acceptance of the shipment would have rendered him personally liable to the carrier if the merchandise had been delivered without payment of the full amount lawfully due. . . . As he would have been liable for an undercharge, he may recover for an overcharge."

### **The Legal Right to Settle Controversy**

THERE are two legal forms of settlement of debts between debtors and creditors.

The first is called an "accord and satisfaction." Legally, an "accord" is an agreement whereby a debtor agrees to give and the creditor agrees to accept in satisfaction of a claim something different from what he considers himself entitled to. A "satisfaction" is the execution or signing of such an agreement.

Another form of settlement is "compromise and settlement." It is an agreement between two or more persons who, endeavoring to avoid a lawsuit, amicably settle their controversy on such terms as they can agree.

The distinction usually made between a compromise and settlement, and an accord and satisfaction, is that an "accord," which has not been executed, does not prevent a lawsuit, but a valid compromise agreement eliminates further litigation.

It is difficult in many cases to determine whether a controversy is settled by a compromise and settlement or by an accord and satisfaction. Therefore the Courts sometimes use these phrases indiscriminately. However, a careful analysis of the different cases show that, although the two terms may be used loosely, the best reasoned decisions are based on a real difference between the two forms of settlement as afore-defined.

The latest higher Court case involving these important points of the law is *Cano v. Arizona Co.*, 300 Pac. 953.

The facts of this case are that a company brought suit against a man named Cano for an injunction prohibiting the latter from using its trade-mark, and asked for \$5,000 damages. After one or more interviews between the counsel and the litigants a tentative arrangement for a settlement was reached and a company official wrote a letter to Cano; this reads in part as follows:

"In consideration of this agreement we will release you from all claims for damages under the suit which is now pending in the Federal Court, but we are to proceed with the judgment and obtain a decree under the conditions set

forth in the complaint, save a claim for damages. . . ."

Although the company was willing to sign the compromise agreement, Cano refused to enter into it and the company proceeded with its suit for an injunction and \$5,000 damages. The Court rendered a verdict in favor of the company, and Cano appealed to the higher Court on the contention that the original offer of the company to compromise the case relieved him from paying the judgment. However, it is important to know that the higher Court held Cano bound to pay the judgment rendered by the jury in the lower Court, and said:

"We are of the opinion that on these facts defendant [Cano] had failed to complete the compromise agreement according to the terms offered. . . . We are of the opinion that under these circumstances plaintiff was entitled to repudiate the compromise and sue on the original cause of action."

### Safeguarding Against Mortgaged Furniture

**L**Egal EDITOR, *Distribution and Warehousing*: Many times people place mortgaged furniture in storage in our warehouse. We do not know that it is mortgaged. The furniture company that holds the mortgage comes along and takes the furniture and refuses to pay the charges. We are left with no furniture at all to support our charges or with just a few pieces on quite a large bill. What would you advise us to do in order to get our charges? Some of the furniture companies pay the storage, or at least part of it, but some of the others will not pay a cent.—*Tonnies Transfer & Storage Co.*

Answer: The only practical method of eliminating losses resulting from storage of mortgaged furniture is to have a lawyer search the State records to determine whether or not such furniture is mortgaged. If the furniture is mortgaged and the mortgage is not properly recorded, your lien as a warehouseman has priority over the mortgage. On the other hand, if you find that a mortgage on furniture is properly recorded you will know that in advance that, if the owner of the furniture fails to pay the charges, the holder of the

## STOCK RECORDS

mortgage may compel you to give possession without paying the storage charges, if the owner of the furniture fails to fulfill his mortgage contract and pay off the debt. Also, before accepting furniture for storage you may require the owner to take affidavit or oath before a notary public to the following:

Sept. 7, 1932.  
Joplin, Mo.

I (owner of furniture), being duly sworn, deposes and says that the furniture or goods being stored this day with TONNIES TRANSFER & STORAGE COMPANY is free from mortgage or other encumbrances.

.....  
Sworn to and subscribed to before me this . . . day of . . . . . 1932.

.....  
Notary Public

If the owner of furniture makes false affidavit he would be liable for prosecution for perjury. This fact alone should safeguard you against accepting mortgaged furniture.

**L**Egal EDITOR, *Distribution and Warehousing*: We are having some trouble with loan companies who claim to hold mortgages on furniture which we have in storage and on which storage has accumulated. They claim that they hold first lien on the same. We note in the *Distribution and Warehousing* legal department at different times statements that the warehouseman has superior lien above mortgages. Will you please state where this ruling may be found, that we may advise our local attorney? *Reams Transfer & Storage Company*.

Answer: It is well established law that a properly recorded chattel mortgage on stored furniture is prior to a warehouseman's lien, providing the mortgage was recorded *before* the goods were accepted for storage. The only way that you can avoid losses from this source is to have mortgage records thoroughly searched before accepting goods for storage. This is an expensive procedure and cannot as a rule be consistently carried out by warehousemen.

Another method which has been employed by many warehousemen with success is having the owner of the goods make affidavit to a statement that the goods being placed in the warehouse for storage are not mortgaged. As a general rule the owner will not make affi-

davit to an untruth and, therefore, you obtain information regarding the mortgage. Of course, if the owner states in his affidavit that the goods are not mortgaged, when in fact a mortgage exists, ordinarily the previously recorded mortgage is prior to the warehousemen's lien, but the owner of the goods can be prosecuted for perjury offense.

### Shortage of Goods

**L**Egal EDITOR, *Distribution and Warehousing*: Suppose I, as a warehouseman, accept goods for storage and sign a receipt admitting the goods to be in good condition, and later it is discovered such goods were in damaged condition when accepted for storage. Am I liable for the damage? Also, recently I accepted a shipment from a carrier which was believed to have been in good condition. Later I discovered the goods to be damaged. Who is liable to the owner of the goods?—*Bishop Warehouses, Inc.*

Answer: The various Courts have held that when a warehouseman signs a receipt admitting receipt of merchandise in good condition he is liable for its damage, unless he can prove conclusively that the merchandise was delivered to him by the last carrier in damaged condition.

In one case the Court held a warehouseman liable for damages to shipped merchandise where it was shown that either the warehouseman's employees or someone during shipment by the last carrier had broken into the boxes and proceeded to steal the contents. After the theft was committed the box lid was replaced.

The fact that the warehouseman could not prove that the goods were damaged when accepted by him resulted in this higher Court holding the warehouseman liable. In this case the owner of the goods sued the warehouseman, the drayman and the last carrier.

Also, see 124 So. 712, in which a warehouseman signed a receipt for nineteen boxes and later contended he had received only eighteen. This Court held the warehouseman liable, because he could not prove he had received only eighteen boxes.

## Mechanical Recording of Shipper's Stocks

(Concluded from page 18)

showing shipments to the warehouse are run through the tabulating machine, which prints the total of each class and commodity. After this the sales analysis cards are run through a sorting machine to separate all the cards with that territory number from the others. These are then sorted mechanically by class and commodity, after which the cards for each class and commodity are run through the tabulating machine, which prints the total withdrawals from stock of each kind of merchandise.

The inventory of the previous month, plus shipments during the month, less withdrawals during the month, will give a total which should agree with the inventory reported by the warehouse.

If there are differences between the office figures and those of the warehouse, the sales analysis cards are quickly checked against the reported withdrawals.

If the warehouse report shows withdrawals of which the factory office has no record, delivery sheets are requested

so that the customers may be billed for the goods received.

In this manner an accurate check is maintained on all stocks in public warehouses and the warehouse statements are balanced against the factory records in a fraction of the time that was required when the work was done manually instead of mechanically.

These sales analysis cards are used also for many other purposes, which, however, have no bearing on accounting for merchandise carried in warehouses.

# Inland Waterways Development Adds Opportunities for Warehousing

as Told to Carleton Cleveland  
by A. C. Schier

General Traffic Manager, Seaboard-Great Lakes Corporation

**T**HE warehouseman located on property adjacent to any of the navigable inland waterways is watching with keen interest the steady progress being made in the handling of freight cargoes from the seaboard to inland ports. Shippers are daily becoming more alert to the inducements and advantages in routing long-haul freight cargoes by water. This interest on the part of shippers has been further intensified by the steadily increasing development of inland waterways, such as the New York State Canal System, the Great Lakes, the Mississippi River, and the anticipated opening of the Great Lakes-to-Gulf waterway early next spring.

For a great many years shippers of bulk products such as cement, stone, sand, coal, salt, grain and other commodities of a similar nature, have taken advantage of the low transportation costs available on these waterways. Gradually shippers of general merchandise cargoes have come to recognize the important factor which the water route plays in the transportation of packaged merchandise of varied descriptions—canned goods, coffee, salt, sugar, beans, flour, starch, dried fruits,

chocolate coating, cocoa, molasses, burlap, cocoa beans, cheese, oils, soap and soap powders, chemicals, whiting and kalsomine, paints and lacquers, crude rubber, potash, spices, tooth paste, mouth wash, tanning extracts, machinery, hardware, printed matter, newsprint paper, fireworks, dried beans and peas, tapioca, syrup, nuts, sisal, and other products especially related to warehousing. These products are shipped in every conceivable form—in bags and bales, boxes and crates, barrels and steel drums.

The steady growth of this form of freight transportation may be seen in the tonnage figures of one of the thirteen barge companies operating in the New York State Canal. In 1930 this company handled 337,000 tons of general cargo from the Atlantic seaboard to all Great Lake ports. In 1931 this figure increased to 897,000 tons, and at this writing—late in October—it is estimated that the 1932 figure will be in the neighborhood of 1,250,000 tons. Not a bad showing for a decidedly "off period" such as all business and industry has just passed through.

**M**UCH of this inland waterway cargo is handled in Diesel motorships of all-steel construction. In appearance these vessels are not unlike the canal barges of other days. They are 260 feet long, 36 feet wide, and 13 feet deep, with a capacity of 1,600 net tons of general merchandise. Each ship is divided into seven distinct cargo holds, each measuring 24 feet by 36 feet by 13 feet. The two 360 hp. Diesel engines that furnish the propelling mechanism, are located in the after end of the ship and supply a speed of approximately eight miles an hour. The staunch construction of these vessels enables them to meet and weather unflinchingly any storms to be encountered during the navigable season on the Great Lakes.

Let us climb aboard one of these motorships loaded with sugar for some waterfront warehouse on the Great Lakes. After following the winding course of the Hudson River to Troy, N. Y., the vessel turns into the Mohawk River which forms a part of the New York State Canal System between Troy and Rome. In this stretch, at Little Falls, Lock No. 17 lifts the boat forty feet, this being the highest lift-lock on the canal. Lake Oneida is entered at Sylvan Beach and its entire length traversed to Brewerton. From there the

boat proceeds to Three Rivers and on into the Oswego River and later into Lake Ontario. Through a series of seven locks in this stretch the boats are lowered from elevation 363 feet at Three Rivers to elevation 244.4 feet at Oswego on Lake Ontario.

Skirting the southern shore of Lake Ontario to Port Weller, Ontario, the vessel passes through the new Welland Canal, emerging on Lake Erie at Port Colburne. From this point the Great Lakes chain is followed to destination ports.

The trip from New York to Cleveland is made in five days; Toledo, five and one-half days; Detroit, six days; Milwaukee, eight and one-half days; Chicago, nine days; and Duluth and Superior, fourteen days.

Shippers are always interested in the advantageous freight rates offered by the water route carriers. Sugar, for instance, is brought from New York to Chicago by motorship at 27½ cents per hundred pounds as against a tariff of 55 cents by rail. Coffee and canned goods may be shipped over the same route by water for 39 cents per hundred pounds, while the rail rate remains the same as for sugar. Another example of the difference in the carrying charge

between rail and motorship may be seen in the following tabulation:

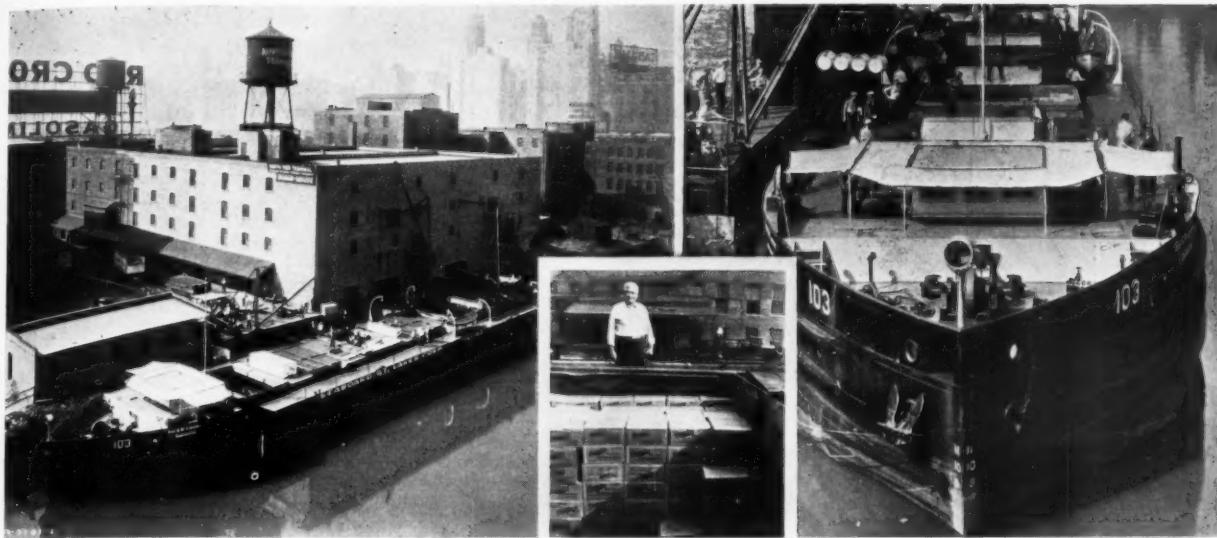
A carload of fifth class freight from New York to Duluth, weight 36,000 pounds—

Via rail @ 82c.....	\$295.20
Via water route @ 45½c.....	163.80

Difference, 44½ per cent or..... \$131.40

The water rate includes lightering of consignments to loading docks at New York Harbor, full marine insurance from the time the cargo is accepted until its delivery. In this way one freight bill covers all services, with no extra charges.

Because the motorships, as they pass through the New York State Canal System, are called upon to clear approximately 223 low bridges, they cannot carry any cargo handling equipment on deck, as do ocean-going vessels and lake steamers. Such equipment must be provided by the industry or warehouse at which point they are loading or discharging their cargoes. At Chicago, Milwaukee, Cleveland, Toledo, Detroit, Buffalo, and other Great Lakes ports, various types of equipment are being used successfully and economically. Some warehouses have installed elaborate conveying systems which take the



Left, motorship unloading general merchandise. Right, barrelled sugar being conveyed from motorship to warehouse. Center, a glimpse into motorship's hold, showing Domino sugar ready to be unloaded.

packages from the cargo hold direct into the warehouse, there to be stacked for storage. Others use steam or electrically powered hoists of various descriptions which also provide rapid, low-priced handling.

Where equipment of this nature is used, wooden platforms are generally constructed large enough to hold approximately two tons. The cargo is loaded onto these platforms in the hold of the motorship by stevedores, and when ready the platform with its contents is bodily hoisted out of the ship. Sometimes the cargo is thus landed direct into the warehouse. Sometimes it is distributed from the doors to various

places by the use of hand trucks. Again, it may be placed on four-wheel trucks which in turn are pulled by electric tractors into the warehouse.

Motorship operators contract with warehouse companies, and naturally the warehouse company having efficient handling facilities profits by having this tonnage come into its house direct, thus eliminating expensive transfer costs to inland warehouses for storage and later added switching charges covering actual delivery to points of consumption.

Quite frequently one of these motorships, loaded with 30,000 bags of sugar, or its equivalent, will unload at one of these warehouses in from twelve to

fifteen hours, and many times these motor ships are unloading cargoes from the East and at the same time loading return cargoes—performing a dual operation similar to that done in New York Harbor and elsewhere with ocean-going vessels.

With inland waterways developing so rapidly, owners of warehouses having water frontage are more and more giving thought to the installation of proper cargo handling equipment. Thus equipped they are in a position to attract motorships and other type vessels to their docks and profit by the additional business coming over water routes.

### Cold Storage Survey Shows Firms Fewer in Number but a Net Increase in Space Operated

THE following statistics have been compiled by William M. O'Keefe, Chicago, executive secretary of the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association), from official reports of the United States Department of Agriculture, showing the growth of refrigerated space in this country during the past ten years:

Year	Meat Packing Establishments		Private Cold Storages		Public Cold Storages	
	Number Whses.	(Cu. Ft.)	Number Whses.	(Cu. Ft.)	Number Whses.	(Cu. Ft.)
October, 1921	443	258,548,990	275	15,346,156	342	194,166,381
October, 1925	397	246,165,622	264	24,065,827	416	242,563,913
October, 1927	378	245,554,904	273	24,805,867	462	273,896,321
October, 1929	375	266,264,967	270	29,132,614	517	316,810,362
October, 1931	345	251,599,061	249	35,222,469	529	325,702,741

Year	Combined Public and Private Cold Storages		Packing Establishments Doing Public Cold Storage Business		Total Refrigerated Space	
	Number Whses.	Space (Cu. Ft.)	Number Whses.	Space (Cu. Ft.)	Number Whses.	Space (Cu. Ft.)
October, 1921	220	39,743,977	22	35,173,388	1,302	542,978,892
October, 1925	212	57,034,780	34	56,837,608	1,323	626,667,750
October, 1927	219	57,275,110	31	66,314,371	1,363	667,846,573
October, 1929	209	60,321,748	29	56,065,142	1,400	728,594,833
October, 1931	209	58,853,463	24	69,465,508	1,356	740,843,242

"A comparison of the total refrigerated space in 1931 with that of the 1929 survey," Mr. O'Keefe points out, "shows a net decrease in the number of concerns of 44, and a net increase in the amount of space of 12,248,409 cubic feet. Public cold storages gained 12 concerns and 8,892,379 cubic feet; private plants lost 21 concerns but gained 6,089,855 cubic feet; combined public and private houses made no change in number but lost 1,468,285 cubic feet; meat packing establishments decreased to the extent of 30 houses, 14,665,906 cubic feet; and packing establishments doing some public cold storage business lost 5 concerns but gained space amounting to 13,400,366 cu. ft."

"It will be noted also that the increase in total refrigerated space in the United States, 1931 over 1921, was 197,864,350 cubic feet, or approximately 36½ per cent; while the increase in public cold storage space in the United States, 1931 over 1921, was 131,536,360 cubic feet, or approximately 68 per cent."

# Let Us Safeguard the Business We Do Have

**Do You Protect Your Records?**

BY NORRIS LINSCOTT

"**M**Y offices are in a fireproof building." "I have complete insurance coverage." "We are equipped with a sprinkler system."

With like remarks and a shrug of their shoulders, a great many business men dismiss the subject of fire. To them the words and phrases such as "fireproof" and "complete insurance coverage" have come to mean the ultimate in protection against fire. Their real meaning has been altered by popular usage so that now they are vague and meaningless.

The Chicago Board of Fire Underwriters says this:

"There is no such thing as fireproof buildings."

The average fire insurance policy specifically says that the company shall not be liable for bills, securities, notes, evidence of debt, accounts, etc. Few insurance companies are willing to accept the risk of insuring records. This in itself indicates the tremendous importance of business records.

No ship, big or little, would put to sea without charts

to show a safe route to its next port. No business, big or little, would enter the sea of commerce without charts to guide and control its management. These charts of business are in the form of records and should be considered as valuable assets.

But many of the business pilots do not, apparently, realize the importance of their records. In many instances valuable and important records are exposed to the greatest danger American Business has ever been called upon to face—namely, that of fire.

A conservative figure places the yearly fire bill paid by business at approximately \$332,000,000. This represents the direct fire loss that is occasioned by damage to property. It does not represent the inestimable loss caused by the many indirect results of fire.

This enormous loss is conclusive evidence that fireproof buildings and sprinkler systems, while excellent precautionary measures, have not wiped out costly fires.

**E**VEN though your business is reasonably safe from fire, surrounding buildings may present a serious fire hazard. Statistics show that more than \$100,000,000 worth of property is the annual loss occasioned by "next door" fires, or fires that start in one building and spread to adjacent property. The two million dollar night fire which swept through "auto row" in Seattle is a costly example of a serious "next door" fire.

Surprising as the \$332,000,000 fire loss may seem, that loss is small when compared with the losses indirectly brought about by fire. Suppose, for instance, that your accounts receivable aggregate \$100,000. Fire sweeps through your offices. Your accounts receivable records are destroyed along with other valuable files such as inventory records and bond records. What would be the state of your business?

To begin with, collections would fall off at least 90 per cent. It would be difficult to collect one-fourth of your accounts receivable. At best it would be a slow and difficult task. Insurance, the money that would ordinarily go toward rebuilding, would be difficult to collect to the full amount because there was no proof of loss. You would be made the victim of unjust claims of all sorts against which you would be practically powerless. The credit rating of your firm would in all probability suffer a serious reduction.

In a comprehensive survey of a cross

section of American Business which included the million dollar manufacturer as well as the country store owner, R. G. Dun & Co. showed that 43 per cent of those who had lost their records in fire did not resume business.

Record loss is greater than failure loss. It represents the greatest factor which perils American Business today.

Prior to installing record protection receptacles, it is necessary to make a thorough survey of all records and divide them in the order of their importance. This survey determines the type and extent of record protection equipment. The essential records, such as accounts receivable, bond records, stock records, deeds, major contracts, options and charters, should be given the best type of protection, preferably in an insulated safe or vault. The degree of protection should increase in direct ratio with the value of the record.

Next comes the problem of deciding what should be done with the great mass of records which do not fall into the essential class. These records consist of legal documents, minor contracts, various sorts of useful papers and operating records. Obviously it is not necessary that these records enjoy protection in a vault or severe exposure safe, but nevertheless they should be protected. Insulated cabinets have been developed which offer the maximum in efficiency while capable of giving a high degree of protection in case of fire. Such cabinets are

an inexpensive means of securing protection for records of lesser import.

At this point it is well to consider the advantages and the construction of vaults. No record receptacle can be made more nearly fireproof than the vault. Yet no record receptacle is more subject to misconceptions than "the vault." Construction details are too often overlooked and many good types of wall construction have this nullified by inadequate doors. It is likely that a fire occurring during business hours would cause so much confusion that valuable records and papers would be left exposed to the flames if their only protection was in a distant and inaccessible vault. Safes located at convenient points would give maximum protection at all times and speed up office work.

When putting up a new building it is comparatively easy to build a fireproof vault, taking into consideration certain standards and fundamental principles of vault construction. But a vault placed in an old building offers a vastly different problem. It is likely that the foundation and supporting members of the average building were never meant to support the tremendous weight of a steel and concrete vault. It is obvious that a vault must be independent of building supports to such an extent that failure of the building will not cause failure of the vault.

In purchasing this equipment it is well to follow the specifications of the Under-

writers' Laboratories or some other recognized testing agency. I know a contractor who entrusted his valuable bond record, some valuable drawings, and important contracts to a safe that was not certified by a reliable laboratory. The so-called safe was nothing more than a tin box, and about as fireproof. His building burned and the "safe" split wide open, causing irreparable loss. It has been necessary for that contractor to advertise in the newspapers in order to make a new bond record.

The Underwriters' Laboratories say of products which bear their labels:

"Products labeled and listed are not

## SALESMANSHIP

necessarily equivalent in quality or merit . . ."

Exhaustive research, coupled with scientific tests, are necessary to develop a superior product. Some safes have a large factor of safety above standard laboratory requirements. Other safes fail by many minutes, sometimes hours, to meet standard laboratory requirements.

In unusual times of economic stress the indirect effects of fire offer a serious setback to business recovery. Fire destroys property, causing workers to lose their jobs. It might be said that the destruction of a building would offer em-

ployment to those engaged in the building trades, but in cases where records have been destroyed it is difficult to collect enough insurance to put up a new building. Fire affects the railroads by destroying the agencies of production. It undermines the banks, the financial institutions. It is the direct cause of high insurance rates.

It requires little imagination to picture the havoc fire may wreak on the economic welfare of our country.

For that reason let us safeguard the business we do have and prepare for the better times that have always followed a major depression.

## A Salesman's Viewpoint on Furniture Storage

By THOMAS G. PEMBERTON

Tanner Fireproof Warehouses, Detroit

FURNITURE storage to my mind has been undergoing a vast change during the past four years. I say a vast change because of the very stringent economic era which we have experienced, necessitating drastic changes in living conditions by the most of our populace.

It is needless to recite that within the experience of everybody, friend or relative even has found it necessary to give up the home, store the furniture and move in with "Mother" or someone else to reduce expenses and make both ends meet. This, of course, has brought about an increased demand for storage space of all kinds.

At the beginning of the change Mr. Tanner called me into his private office, where we had a frank discussion of the period we were approaching. All of the above facts we brought out, and many more; further we appreciated the fact that there would be a lot of furniture going into storage that would never be claimed—that when offered for sale to cover storage charges it would not bring enough to cover the cost of selling and the storage charges against the lot.

In view of this knowledge Tanner Fireproof Warehouses knew they must be careful in order that their warehouse did not become filled with this kind of storage.

Right then the storage rates were increased.

Inasmuch as the warehouse contained only fireproof rooms we felt we had the edge on our competition for the better class of furniture to be stored. Our experience has proven our contentions to be correct, inasmuch as the warehouse has been practically full of furniture belonging to people who can pay their storage bills during these times, at a rate higher than our competitors.

You may question our ability of selling our storage against competition which we have had to do in nearly every

case. Our experience has been that it automatically eliminated that furniture which we did not want; further, where the furniture was of the better grade, we found we had the advantage through our fireproof rooms even at a higher rate. The very mention of fireproof rooms placed competition at a disadvantage. An invitation to visit our warehouse, and investigate our method of storing, in many cases was all that was necessary to secure the contract for the storage.

In cases where it was not possible for the prospects to visit our warehouse personally, Mr. Tanner has provided a small

**D**URING the period of the business setback the Tanner Fireproof Warehouses, Detroit, increased their annual revenue by \$4,500.

And this notwithstanding that at the start of the "depression" the Tanner organization increased its household good storage rates.

In the accompanying text Thomas G. Pemberton, of the Tanner sales force, explains how and why.

booklet which illustrates his warehouse completely. It might well be called "A Trip Through Our Warehouse." It shows an empty storage room, a room packed full, also the doors on which each one carries the seal of the Underwriters' Laboratories. It shows also all of the other departments of the warehouse. The booklet has been a very valuable aid in securing business under these circumstances.

Another great aid to selling storage during this period has been the cooperation and support given me by Mr. Tanner and his staff. They give me every consideration and every assistance possible in making appointments and keeping them. It has always been my practice to keep appointments religiously, never being early or late. If I find it impossible to keep an appointment I telephone for a new appointment, or the office does for me, thus keeping faith with our prospects.

Further, when a promise is made that a van will arrive at a given hour the office sees that the van is there on time, which all helps not only the firm but helps the salesman. Mr. Tanner has been and still is a thorough believer in giving to his help every possible cooperation, believing that it is returned in greater endeavor when on the "firing line."

I have attended the convention of the furniture warehousemen and because of this attendance feel that I am closer to the furniture storage business with a better knowledge of the problem that confronts each and every furniture warehouseman, including Mr. Tanner. It gives me a complete understanding of his efforts in my behalf to improve competitive conditions, and therefore my work becomes more pleasant.

While attending the furniture warehousemen's convention last July the statement was made that we had increased our yearly revenue \$4,500, and in the light of the foregoing and Mr. Tanner's method of meeting the condition created by the emergency these figures are not surprising.

In my closing comments I suggest a closer harmony between salesmen and warehousemen, with more salesmen attending the warehousemen's conventions. The result will speak for itself in the interests of both.

# Warehouse Receipt Is Being Made Uniform in Texas

New Document Follows  
A. W. A. Procedure

THE warehouse division of the Texas Department of Agriculture has worked out and submitted to the public warehouses in the State—with the suggestion that it be used uniformly—a standard form of warehouse receipt. The document, prepared in both negotiable and non-negotiable form, has the approval of the Federal Reserve Bank and the United States Department of Commerce, and it conforms generally with the standard receipt of the American Warehousemen's Association as endorsed by the Department of Commerce, the American Bankers Association and shipping, railway and business interests generally. The obverse side of the Texas negotiable document is illustrated here-with.

There had existed such a conglomeration of warehouse receipts in Texas that with few exceptions they were not acceptable by the Federal Reserve Bank as collateral. In an endeavor to avoid this condition in the future, the Federal Reserve requested the Texas authorities to prepare a uniform document and submit it to the individual warehouse firms with request that it be adopted.

L. L. Shackleford, chief of the warehouse division, took up this work at once, and his form has been approved by the Federal Reserve and by the Department of Commerce, he mailed copies to all Texas warehouses. The Federal Reserve had 800 copies mimeographed and circularized them among the Texas banks with the statement that goods received in the new form should be considered acceptable as collateral.

When Mr. Shackleford undertook the preparation of the document and its submission to the warehousemen he had to do it without any authority except to suggest that it be adopted, for the reason that Article 5613 of the present Texas law reads in part:

"Warehouse receipts need not be in any particular form, but every one must embody within its written or printed form the following terms. . . ."

Owing to this statute there existed in Texas virtually as many different kinds of receipts as there are warehouses—with the exception that many of the large storage operators had long since adopted the standard receipt sponsored by the American Warehousemen's Association and the Government.

"In working out this Texas receipt form," Mr. Shackleford explains to David J. Morris, *Distribution and Warehousing* correspondent in Austin, "I in no way went against the A. W. A. form. On the face of the Texas form we have adhered to the A. W. A. form except for a few changes in wording and ex-

ORIGINAL

REVERSE

NEGOTIABLE WAREHOUSE RECEIPT  
JOHN DOE STORAGE CO.  
STATE BONDED WAREHOUSE  
1565 Water Street

Galveston, Texas, 1932

This is to certify that we, John Doe Storage Co., have received in our Warehouse No. located at for account of , in apparent good order, except as noted herein, (contents and quality unknown) the following described property, subject to all the terms and conditions contained herein and on the reverse hereof, such property to be delivered to or order, upon payment of all storage, handling and other charges and the surrender of this warehouse receipt, properly endorsed.

NUMBER	PACKAGES	SAID TO BE OR CONTAIN	VALUE	MARKS

Storage	Per	Per month, From	193	John Doe Storage Co.
Handling	Per	In and out inclusive		claims a lien for all
Lot No.		Freight Bill No.		lawful charges and
Car Initial		Car No.		preservation of the
Advances have been made and liability incurred on such goods as follow, to wit:				goods, also for all
Coopering	Cartage	Freight		lawful claims for
Insurance	Miscellaneous Advances			money advances, in-
				terest, insurance,
				transportation,
				labor, coopering
				and other charges and
Shipped From				expenses in relation
				to such goods.

JOHN DOE STORAGE COMPANY

BY MANAGER

*Face of proposed warehouse receipt as distributed to the Texas warehouse fraternity*

cept for the striking out of one phase.

"At the top we inserted the words 'Negotiable Warehouse Receipt.' In the space for listing of the stored goods we have inserted a space for 'Value' of goods, just before the space for 'Marks.'

"Then, under the section of advances and liabilities incurred, it was necessary, here in Texas, to strike out the word 'Weighing,' and here we have inserted 'Insurance.' Otherwise we have

followed the A. W. A. accepted face form.

"It should be explained that Texas warehousemen are not permitted to make a special charge for weighing; hence a charge for such service cannot appear on the Texas receipt form. Likewise, in no instance may a Texas warehouseman issue a receipt signed by a public weigher, and the words 'Public Weigher' must not appear on the Texas receipt form."

On the reverse of the Texas document is a suggested form of release of goods, and the following notation:

"Any other contract terms and conditions that do not conflict with the general provisions of the warehouse laws may be printed hereon."

Thus each warehouseman is permitted to have printed, on the reverse of his individual receipt, all or any part of

## CHAIR-RENTING: A SIDE LINE

the American Warehousemen's Association's standard terms and conditions, or any individual terms and conditions he may devise, as long as they do not conflict with the existing warehouse laws of Texas.

Under the Texas statutes, the State warehouse division can only suggest adoption. However, except in a few instances all the Texas warehousemen have agreed to change over, either at

once or as soon as the present printed receipt supplies have become exhausted, without any legislation having to be enacted meanwhile requiring the use of the form.

It is understood that complete change of numerous Texas laws, including the warehouse receipt sections, so as to provide for legal adoption of the new warehouse form, will be suggested to the Texas Legislature in 1933.

# A Profitable Side Line: Renting Out Chairs

By FRED E. KUNKEL

ONCE upon a time the United States Storage Co., Inc., Washington, D. C., engaged in the pastime of selling Oriental rugs; and, as part of the set-up, the audience was comfortably seated on folding chairs. Then the rug selling business was discontinued and there were ten dozen folding chairs on hand which apparently served no useful purpose.

A bright salesman came in and said:

"Why don't you rent chairs? Firms in other cities have done it and the main expense is storage and delivery."

And so the company tried it out as a side line. Quoting C. Van Wick Mott, secretary:

"As a side line we had the storage space and delivery equipment, and we could handle the whole business at nominal cost. We started off with ten dozen chairs and now we have several thousand—and we have an order next Sunday for exactly a thousand chairs; just one single order."

"It is largely a one-day proposition, this chair-renting business. You deliver them today and call for them again tomorrow. They are used for a variety of purposes, including meetings of business organizations, receptions, banquets and parties, card parties, lodge organizations, etc. We have different types—bridge chairs, folding chairs and natural wood finish chairs. One garage has a meeting of its employees every month and rents them rather than buy them."

"We sent out postcards when we first started this to such people as lodge secretaries, boards of trade, chambers of commerce, clubs and associations, etc."

This card, done on the multigraph, simply reads:

### FOLDING CHAIRS FOR RENT

by the Day, Week or Month, Suitable for Bridge Parties, Meetings, Banquets, Receptions, etc. Rates, from 10c. to 20c. each per day—depending on number desired. Large stock of NEW

chairs. Special DISCOUNT to all Masonic Bodies. Phone METROPOLITAN 1844. UNITED STATES STORAGE COMPANY, 418-420 Tenth St., N. W.

FREE: We will gladly furnish you all the Bridge Score Pads you need for your next CARD PARTY—on request.

"As a part of the card to keep people from throwing them away," Mr. Mott went on, "was the wording: 'Keep This Card in Your File—Some Day You'll NEED It!'

"We also ran a small ad under the special notice column, consisting of five or six lines, every other day in the evening newspaper of largest circulation. Our party chair business has increased more than 600 per cent over last year, which was our biggest year."

"We have also enlarged on that original chair idea and gone into invalid chairs. To start this off we circularized a mailing list consisting of every doctor and trained nurse in the city, every hospital and every organization that we thought could handle them, and we got quite a lot of business. We also circularized them by means of penny postcards which was just a billboard announcement, you might say."

This reads:

### INVALID ROLLING CHAIRS

Refer them to our  
Chair Rental Department  
A complete line of  
New Chairs—Used Chairs

All Sizes—All Styles—All Adjustments  
For Rent or Sale—Reduced Prices  
CHAIR RENTAL DEPARTMENT

Continuing:

"We also ran a small ad of five or six lines every day on page three of the evening newspaper, such as: 'Invalid chairs for sale or rent. All styles, all makes, and all prices.'

"In connection with renting chairs to bridge parties we also furnish bridge score pads and tally cards. Our postcard notices and newspaper ads also car-

## United States Storage Develops Business

ried the notation that we will gladly furnish bridge score pads and tallies 'for your next card party on request.' These tally cards are in the form of a shipping tag on one side of which the score may be kept and on the other side is the reproduction of a shipping tag, in two colors, blue and red, which reads: 'Shipping, Storage, Moving. Call Metropolitan 1843. United States Storage Company, 418 10th Street.'

"The front of the bridge score pad contains our name and address and features the fact that we have a modern fireproof warehouse with private rooms for storage and that we do moving and packing, rug cleaning, etc., with our slogan at the bottom, 'Let Storage Help You.'

"The rear of the bridge score pads contain some humorous wording which ties up with bridge with the heading: 'Side Stepping Tragedy at the Bridge Table . . . and Later.'"

As an example:

If, when trumping your partner's ace, you mention that the United States Storage Company is equipped to move you into the next State as well as the next block, the incident may pass without comment.

An ace in the dark indicates to your partner that the United States Storage Company is prepared at all times to pack expertly for shipment, to any point, the contents of mansion or of a china closet.

When you are tempted to shoot your partner for any infraction of the above, repeat ten times aloud: "The United States Storage Company uses covered, padded, motor vans exclusively."

Failure to return your partner's lead proves conclusively that the United States Storage Company will store your goods in a private locked room within its fireproof warehouse whenever desired.

The player to the left of the dealer shall have the privilege of reminding those present that the United States Storage Company will cheerfully give estimates for any contemplated work.

Both the folding chair business and the invalid chair business have worked out profitably, according to Mr. Mott.

H. A. HARING'S

# Developing New Business for Warehouses

No. 84

## "Air Conditioning" Equipment

**T**HE earnings of General Motors Corporation will be boosted this year by its subsidiary, Frigidaire, which has announced that it will sell 20,000 units of "air conditioning" equipment during 1932 at prices ranging from \$300 to \$500. This announcement represents somewhere between six and ten million dollars of business, all of it being, too, "new business" to the corporation for the reason that almost nothing was earned from this source in 1931, and, of course, nothing at all prior to that year.

Others, too, anticipate big volume. Holland Furnace Company, for instance, by July of this year had already marketed 3000 units at \$235 and up. General Electric officially announced, during June, the establishment of sales offices in 25 cities for immediate promotion of its "air conditioning" apparatus.

More than 200 concerns, in fact, are already in the field of this infant industry. Many of this number, however, wilted, during the summer, before such names as those just mentioned, for the reason that stock promoters quickly found it impossible to sell securities for unknown names when experienced and strong corporations were entering the business with such blare of trumpet.

Although the two words "air" and "conditioning" are quite familiar, the commercial phrase "air conditioning" is vague to the ordinary mind.

To the engineer or ventilating expert it means one thing. To the man on the street, or to the house owner who is asked to lay out from \$250 to \$2000 to "condition"

**T**HE new "air conditioning" is far more complicated than mere warmth for the room. As defined by the ASHVE Guide (American Society of Heating and Ventilating Engineers) it is:

"The simultaneous control of the temperature, humidity, air motion and air distribution within an enclosure. Where human comfort and health are involved, a reasonable air purity with regard to dust, bacteria and odors is also included."

In this definition that word "simultaneous" is of first importance.

For proper "air conditioning" we must, then, have these things:

1. Temperature—warm in winter, cool in summer.
2. Humidity—adding moisture in winter, lessening it in summer.
3. Motion—for circulation equally throughout the room.
4. Distribution—adequate supply for all.
5. Purity—removal of dust, odors and germs.

his home, it suggests possibly "push-button weather" or "temperature 20 deg. lower than on the street" or "get rid of noise—the murderer," but to him the new phrase rarely brings up a thought of "humidifying" or "de-humidifying" the air in his home.

Nevertheless, an exact and precise control of humidity within the walls of a house is the essence of true "air conditioning." Without that factor the whole effort falls short of anything beyond self delusion!

We Americans have, in the past, been content to warm ourselves in winter.

In the matter of heating the entire house and the whole building our country appears to be almost alone in the world. Only with us have silken underwear and open windows been simultaneously possible at zero temperatures. Only in America has come the Paradise of steam radiators.

For another matter, the human body more readily adjusts itself to cold than to heat. We can make ourselves warm when outside it is cold, while we are often defeated in trying to make ourselves cool when the sun raises the thermometer above 85 deg. We have, in this manner, adopted many ways to control the temperature within doors in the coldest of winters by providing heat in generous measure; but, in summer and at periods of very unusual heat, we have suffered—not by any means in silence but in powerlessness to help ourselves.

But now, guided and educated by the new infant industry, we shall achieve greater comfort when the days are hot and sultry.

the thermometer satisfies the most critical.

No sooner does the listener grasp this inter-relation of humidity and temperature than the engineer will upset all the newly-learned understanding by talking about "air motion." A fan, as he quickly explains, does not alter the temperature within the room by even a fractional degree. A fan does produce "air motion," and this, in turn, increases evaporation from the human skin. Evaporation is nature's original method of cooling. The electric fan indoors, therefore, or the gentle breeze outdoors, gives the sensation of lowering the temperature. As a matter of fact it does nothing of the sort. It does create movement of the air. That motion cools the skin, because it promotes evaporation. It gives comfort, plus the *feeling* of coolness, but its benefits cease the moment the air movement ends. The air itself is no cooler than before the fan began to spin.

Add to these three elements—temperature, humidity and air motion—the less

definite ones of (1) providing an adequate supply of air, and (2) cleaning the air of dust and impurities, and we then have the first and the one great problem of "air conditioning" as an infant industry.

The term is vague. Few of us know whether a person requires 20 cubic feet of fresh air an hour or 200; whether the "infiltration" for the living room should be 1 per hour or 3. Indeed it is probably necessary to explain that "infiltration," as the engineer uses that term, means the number of complete changes of air in one hour. A dining room should have 1 infiltration, the living room 2, a bed room from 1½ to 2 according to its size and the number of sleeping persons, while the bathroom requires 3 or 4.

"Air conditioning" for the average home sounds quite simple. Actually it is much complicated, provided the owner is thinking of complete "conditioning." Unfortunately the current advertising leads one to believe that "conditioning" means lowering the temperature and nothing else. If so, the "conditioning" is a delusion pure and simple.

Complete conditioning of the air is found in the modern public school building. It costs money, as anyone will remember who has been member of his school board when a new building was under consideration.

Seventeen of our States require scientific ventilation, by law; about as many others have legislated more or less completely to the same end. Theaters have learned that it pays to install the best of equipment for winter, when the old-style theater became "close" or too hot; and for summer, when their "20 degrees cooler than on the street" sells more admissions than the screen feature itself.

Hotels for their dining rooms and ball rooms, restaurants and bakeries for their employees as well as patrons, chemical plants and munition factories, together with many others, have adopted "air conditioning" under the name of scientific ventilation.

Large retailers, too, have profited from scientific control of the air. The modern store knows that shoppers' fatigue is more a matter of impure air and uncontrolled humidity than anything else. Even at cost of half a million dollars for a single store, they have torn out the revolving stools for customers which once cluttered the aisles. Instead, they now wash the incoming air, give it exactly the right percentage of humidity and the proper warmth or coolness, and they provide ample quantity and insure proper air motion—all to the result that customers are comfortable, more so often than on the street, and without knowing the cause.

Upper Fifth Avenue in New York has furnished an example of this situation which has, in architectural circles, become a classic.

A fine new store, built four years ago, exceeded the owners' ability to finance when estimates were received. In order to make ends meet, they pared off one item after another, chief of them being the apparently high cost of ventilating and

## DEVELOPING NEW BUSINESS

"ventilating engineers' fees." But, when their structure of eight stories was completed, the first rush of shoppers failed to continue. No one knew the reason, but the owners' disappointment was very real. Their financial losses were mounting every week. Then, after a study of conditions that cost them a pretty sum, they discovered that their new store was "uncomfortable." Shortly the new concern failed; the store was closed before the error in construction could be corrected.

Today another owner operates a successful store in the same premises. Only, however, after having "conditioned" the ventilating system. And, in their advertisements, quietly and consistently the present store emphasizes upon the woman's consciousness a thing she probably never realized for herself. During the sweltering days of midsummer the morning newspaper tells her:

"Always comfortably cool is shopping at BONWIT TELLER, where scientifically cooled and dried air provides a welcome refuge from the heat outside."

Washington, D. C., for the first hundred years of our Government there, was insufferable in summer. Presidents found it impossible to endure the elevating humidity; Congress seldom sat through the punishment of July's days—and nights. But, of recent years, as anyone can remember, the Presidents have foregone a "summer capital" at some distant point and Congress finds the Hill so comfortable that oftentimes the members sleep on improvised beds in their committee rooms rather than to go to stuffy hotel rooms.

"Air conditioning" and nothing else has turned the trick.

President Taft, during his first summer in office, had immense ice boxes installed in the White House office building. Fresh air was driven by fans over 300-pound cakes of ice into the rooms. But—it was not a success! The moisture was so excessive that pneumonia was threatened for all employed on the staff. "Humidity" was too great for health. The equipment was quickly torn out.

Today, however, a scientific "air conditioning" installation has solved the problem, and for the great office buildings of Congress as well. Comfort has resulted, and, with comfort for the body, the Government's business may go unconcernedly along its way.

### On Railroads

In the opinion of the ventilating profession prime credit goes to a railroad for popularizing "air conditioning."

When the B. & O., in 1931, pioneered its campaign of

COOL, CLEAN, QUIET for the train riding public, the American people suddenly became conscious of what the theater and restaurant had, rather unobtrusively, been teaching us. Comfort is possible in public places.

The B. & O. told of "trains AIR-CONDITIONED from end to end" with additional advertising copy which was un-

doubtedly read by the traveling public. Passengers proved that the lure was real. They rode the B. & O. trains in unprecedented numbers, despite the downward trend of passenger traffic as a whole. The B. & O. copy explained the A.B.C. of "air conditioning" in simple words:

"No matter how hot it is outside—or dusty—or humid—every passenger on these trains enjoys the supreme comfort of cool, clean, fresh air—in every car. Air from which impurities have been removed; humidity just right—neither too moist nor too dry; and above all, air that is exhilaratingly cool."

"Air from outside is cleaned and cooled before it passes into the car, and, because windows are kept closed, these trains are quiet. Nerves relax in cool, quiet peacefulness. Your vacation for healthful rest begins the instant you enter one of these trains."

Western railroads, chiefly for their dining cars, rebuilt their rolling stock with a view to neutralizing the dust and heat of desert and plains, and, after waiting until the traveling public definitely registered a preference for the new comfort, the great railroads are now tumbling over each other in an effort to cash in on the new craze. In the East the New York Central and the Pennsylvania are doing an unprecedented thing: they are running a joint advertising campaign in newspapers, with their two names printed alternately throughout the copy. They tell us:

". . . you will step out of the heat into comfort. Clean, cool air will be forced through all the aisles, around the seats, below the berths, into compartments—penetrating into every nook and cranny of the car. A cool wave now hits Pennsylvania and New York Central trains before they start!

Such outstanding supporters of the new "air conditioning" stir the imagination.

### A Host of Manufacturers

MANUFACTURERS have jumped into the market, eager for new products to make and for new uses of the old. Most of them began with visions of turning out some sort of a unit to sell for a price between \$200 and \$500, portable if at all possible, which should sweep the country as did the mechanical refrigerator.

Indeed the majority of them centered their patterns about a unit resembling the refrigerator, for the reason that out of the general vagueness of "air conditioning" they all seized upon the word "cooling" as the key to public favor. There came at once upon the market a flood of pretty looking cabinets, in all shades of color and so designed as to be set in the living room or in the invalid's bed room, consisting of a fan behind a grille and a coil of pipe through which brine was to flow from the refrigerator, or, in many models, merely a boxed space into which cakes of ice were to be stowed away.

## DEVELOPING NEW BUSINESS

Distribution and Warehousing  
November, 1932

These manufacturers attempted, for another matter, to ride on the popular fancy that the hot water pipe (even the steam pipe) of winter ought to be made to carry cold water in summer to cool the room about as it is heated. They overlooked, as the unthinking individual does, that a cold pipe condenses water from the moisture in the air. It drips water everywhere. Beneath such a radiator, therefore, and beneath every inch of exposed piping, the home owner required a drip-pan. Worst of all, this pan must be picked up and emptied three or four times a day.

Even were the owner to provide for this nuisance, a summer's operation of such an equipment would ruin his walls by the accumulation of moisture in hidden places. Understand, of course, that it is perfectly possible to build into the house such a heating-and-cooling system, but to do so is not a simple affair of substituting iced brine for hot water. The piping and radiation must be completely insulated with this double use in view. It becomes a costly installation and is hardly practicable for anything but a house under original construction.

Nevertheless, at the present time, the advertisements are largely holding out the thought of a dainty cabinet for each room, to be hooked to a lighting socket much as the electrified radio is. Our best manufacturers are making such units.

The thought of "cooling" is definite. "Humidity" and "air motion" and "air distribution" are dreadfully vague. A good electric fan would serve quite as well as some of the equipment now on the market at prices of \$100 and up! Without control of humidity, the "cooling" is misleading. But this does not deter the eager manufacturers. They are hot on the trail of a new market, ready-made by the coining of a new lot of words!

"Air cooling" rides the waves.

Thus the market, during the summer of 1932, was flooded with cabinets to "cool" the room. One list names more than 200 manufacturers already in the market.

Not to be outdone, makers of other devices are attempting to profit by public fancy. They offer the householder a host of accessories.

Among such are "dust removers" for the window; "noise eliminators" and "air purifiers" for the bed room and office windows; "bathroom air filters"; the application of gas-mask principles to the kitchen's odors; portable "humidifiers" and "air vitalizers"—and others. All are advertised under the winning caption of "air conditioning."

Each of these devices will perform, in all probability, what is claimed by the maker. Each one, however, functions for only a single one of the several requirements of real "air conditioning." Each is no more completely "air conditioning" than "all-bran" is a diet. Each is a sort of "gadget" of the "air conditioning" industry, whether sold by the department store for \$9.50 or by the specialty manufacturer for \$250.

The greatest danger of the newest infant industry is, in fact, that gadgets

of this type will disillusion the public before far-seeing manufacturers have been able to educate the people to the real benefits, and the increased health to be had, from proper and complete "conditioning."

In the spring of 1932, one trade publication, the *Plumbing and Heating Contractors' Trade Journal*, prepared a list of the various types of air conditioning equipment. Because things are changing with such rapidity in this field, the list may no longer be complete. However, it is sufficiently up to the minute to give a clear picture of the variety of air conditioning equipment. The list follows:

Portable electric room humidifiers (no heating).

Cabinet type room humidifiers with fan and fin radiation.

Wall-installed room humidifiers.

Basement-installed air conditioners using steam or hot water boilers.

Room cabinets with radiator and cooling coils (separate refrigeration compressors).

Gas-fired dehumidifiers for cooling and ventilating only.

Warm air furnace basement-installed air conditioning systems.

Room unit coolers (cooling only—with separate refrigeration compressors).

Air washer and fan units for attachment to warm air heating systems (no refrigeration).

Non-mechanical room radiator and humidifier combined in cabinet.

Comprehensive custom-made air conditioning systems, including large air washers, motor driven fans, refrigeration, etc.

Non-mechanical humidifier for insertion in warm air furnace bonnet.

Room cooling (only) units in cabinets.

Recirculating-water cooling towers.

Room coolers for ice.

Basement-installed cooling system with ice.

Such a list suggests the wide variety of new products whose trade names shortly will become household words.

#### Warehousing

**S**ALES of "air conditioning" equipment reached a total of almost \$17,000,000 in 1931. This was more than double the 1930 volume. For 1932, despite general business conditions, the grand total may have climbed to as much as \$30,000,000.

It is the estimate of The Copper and Brass Research Association "that 600,000 units a year will be sold annually within five years." This association compares the possible market with that for mechanical refrigerators, which attained a peak of 685,000 units a year.

The brightest prognostication for the infant industry is this:

"Air conditioning," either in whole or in part, does not involve substitution or replacement of anything now in the home. The infant is not handicapped in its marketing by a struggle with the iceman or the heating contractor or the carpenter who will see in the new prod-

uct something to displace his goods or his work. No predecessor, equipment or tradesman will fight back in the effort to maintain its position.

"Air conditioning"—or even the simple "cooling" or "purifying"—represents a distinctly new product, offering a new height of comfort to the standard of American living.

To the warehouseman who handles the new commodities it matters little what service is to be performed by the product in his house. Goods of all the wide variety already listed will appear in public store during the next winter, shipped out in anticipation of the summer demand in 1933.

It is not the warehouseman's worry whether the crate on his floor will render one, or all, of the essentials. He is not responsible for the claims of a manufacturer, but only for handling the goods through distribution.

It is a certainty that these new products, in large volume, will appear in the warehouses. Warehousemen should, accordingly, be on the alert for inquiries. They should especially keep close eye on local newspapers in order to discover which manufacturers, and which products, plan to enter the local market. For, among such manufacturers lies, of course, the most promising clue to a new account for the warehouse.

Through the courtesy of *Electrical Refrigeration News* we are reprinting the latest available list of manufacturers of importance. All-told there are five or six times this number trying to profit through the infant industry; but this list, shorter and better, is given as including probably all manufacturers who are now planning to enter national distribution during 1933.

The list follows:

American Air Filter Co., Inc.

American Blower Co.

American Furnace Co.

Air-Control Systems, Inc.

Betz Unit Air Cooler Co., Inc.

Bryant Heater and Mfg. Co.

Campbell Metal Window Corporation.

Carrier-York Corp.

Chicago Pump Co.

ChilAire Corporation.

Conditioned Air Corporation.

Copeland Products, Inc.

Corozone Co.

Dail Steel Products Co.

Economy Baler Co.

Edwards Manufacturing Co.

Fox Furnace Co.

Frigidaire Corp.

General Electric Co.

A. C. Gilbert Co.

Hess Warming & Ventilating Co.

Hexcel Radiator Co.

Holland Furnace Co.

Home Furnace Co.

Ilg Electric Ventilating Co.

H. S. Kaiser Co.

W. E. Kautenberg Co.

King Ventilating Co.

Koolair Maker Corp.

Lennox Furnace Co.

Lewis Air Conditioners, Inc.

McCord Radiator & Mfg. Co.

J. H. McCormick & Co.

Marlo Electric Corp.

Motor Wheel Corp.  
L. J. Mueller Furnace Co.  
National Koreetaire Sales Co.  
Niagara Blower Co.  
Parks-Cramer Co.  
Premier Warm Air Heater Co.  
Rudy Furnace Co.  
Servel Sales, Inc.  
Standard Engineering Works.  
B. F. Sturtevant Co.  
Swartzbaugh Mfg. Co.  
Thermal Units Mfg. Co.  
Trane Co.  
United States Blower & Heater Corp.  
Universal Cooler Corp.  
Vilter Manufacturing Co.  
Wepsco Steel Products Co.  
Westinghouse Mfg. Co.  
Williamson Heater Co.  
X L Refrigeration Co., Inc.  
York Ice Machinery Corp.

### Discussion by Haring of Advertising in the Warehouse Directory

(Concluded from page 14)

furs and fabrics; (b) household goods;  
(c) merchandise.

The fact that a demand has arisen for this information indicates how widespread has grown this modern modification of warehousing. Only a few years ago the storage of furs and fabrics was a new thing. The fumigation plant was more or less experimental; the earnings from its operation were decidedly uncertain. Today, however, patrons rather expect to find such accommodations, and their selection of a warehouse often hangs on just such items.

The 1933 Directory, for another innovation, will introduce a new symbol, the importance of which may not appear great to the careless warehouseman but which speaks "loud and plain" to the client who is comparing one house with another. This symbol will be a dagger; printed thus: †

This symbol will mean: "this listing is up-to-date; revised by the warehouse for this 1933 Directory."

Listings, sworn to before a notary public, will be, as in the past, characterized with a star: \*

A listing with either a dagger or a star is, in this manner, shown to be freshly revised by the warehouseman—notarized in one case; merely mailed in in the other case.

And, wordlessly proclaimed to every user of the 1933 Directory, any listing without either a dagger or a star is "old stuff." It is at least one year old; it may be several years.

The difficulty of getting revisions is the bane of directory-making. Try as the editor will, a certain proportion of mankind just will not take the time to furnish information. This is true even when, as with *Distribution and Warehousing's* Annual Directory, no cost attaches to the listing. There is no tie-up between paid advertisement and listing. The advertising warehouse gets no more display, no more wording, no bigger

## ADVERTISING

type, than his fellow who pays for no space. The listing is absolutely without cost to the warehouse.

If the management cares to make oath to the essential statements of his return for the listing, his sincerity is indicated by the star. And, beginning with 1933, if a non-notarized revision is mailed to the publisher, the up-to-datedness will be indicated by the dagger. The lack of either one symbol or the other will announce to the Directory consultant during 1933 that the information is at least one year old, and that it may be, for just that reason, unreliable or incomplete.

And, this year as not previously, the notarized statements will cover a new item of the revision.

The warehouses are being asked to swear to their statements as to railroad sidings. This applies to private side tracks which serve their houses directly.

Why this?

Well, you may read the answer for yourself. Examine last year's Directory issue, or the one before that. Run down the warehouses which you know personally. You will be surprised to see how many private sidings are reported that you never saw when you passed the building; how many times a warehouse reports a siding from some railroad on the other side of town whereas, as well you know, that carrier has not a rail of its own within a mile of the warehouse!

A "belt line" or an "established switching interchange" does, it is true, deliver cars to the warehouse's own siding.

Your own listings, in previous years, were of course painstakingly accurate. But, for some reason, some of your competitors generously jotted down all the railroads entering the city as serving the house "with private siding." The new requirement of reports under oath for those of highest integrity is, like many another thing, the outcome of changing conditions in the traffic world.

When a car is handled by a "belt line" or placed under the tariffs for "switching interchange" the delivering carrier demands payment for that service. This payment varies from \$2.50 a car to about ten times that amount, with wide spreads within these limits. The average is probably about half way, or approximately \$12.50-\$15 a car. The "switching charge" seldom adds to the freight as paid by the shipper, for the reason that it is "absorbed" in the "freight rate." The tariff provisions are complicated and often confusing to understand, but, in effect, the railroad which has had the "road haul" for the carload "absorbs" (which means "pays") the charge for switching.

During all the decades of prosperity to the railroads, they did this rather cheerfully. Certainly they did it. The solicitors for freight traffic glibly and unhesitatingly made light of this cost. Their superior officers on the railroad

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

hardly ever let them know how expensive was the custom. In all probability they did not know themselves.

Then came the awakening.

Now that the railroads are facing deficits, and many of them are fighting to stave off receiverships, their directors and officers for the first time are delving into "the costs" of railroading. They are learning that quite often the road would have been better off to allow a competitor to have the business, because, with one "allowance" and "absorption" piled on top of another, they were paying out to other carriers as much as, or even more than, the total revenue of the freight car.

For another matter, more and more of the railroads have today come to have a financial interest in warehouses along their rails. The profitable operation of those houses is closely tied up with controlling the "road haul" of the freight stored in the warehouses, and, inevitably, their soliciting staffs have a new purpose in avoiding "switching charges" in order to reach the warehouses lying on their own rails.

From these two causes which, in the end, are merely a single cause; namely, that the railroads are today "conscious" of the terrible wastes they have fathered—the solicitors for freight traffic have emphasized "private sidings" as never before as they call on shippers.

And these shippers, in the person of the traffic manager, have pulled out copies of the Warehousing Directory to prove that a particular warehouse has a siding on a particular railroad. When it is shown that such is not the case—well, someone is mad. He's pretty apt to curse out *Distribution and Warehousing* for printing misleading information.

And, the publishers are attempting to present *correct* information, and *only* that.

### New Readers in 1933

THESE innovations in setting up the 1933 Directory have not been introduced merely for the sake of novelty. Each one has come as the result of changes in the industry itself and changes in what patrons demand of the houses. As a matter of fact, and in full frankness, nearly every sentence of what I have written is the outcome of what manufacturers and patrons have said to me, and written, rather than what warehousemen have passed on.

Changes in the new Directory are, therefore, an effort to fit the book more comprehensively to what users go to its pages to find.

### Ordinance Action Deferred

Action on a proposed ordinance requiring furniture transfer concerns to file reports on all families moved has been postponed by the ordinance committee of the New Britain, Conn., Common Council.

The proposed measure, sponsored by local instalment houses and the Chamber of Commerce, is opposed by the city's furniture warehousemen and truckers.

# ... MOTOR FREIGHT and

Reg. U. S. Patent Office

Department Conducted

## Winter-Time Servicing of the Motor Truck

Some Seasonal  
Suggestions

**W**ITH the approach of real wintry weather, with all of its attendant automotive ills, now is the time to start planning the servicing which should be done to make trucks fit for cold weather duty.

Most of the winter problems in truck operation are centered in the engine and its cooling system. As a result, the detecting eyes of those responsible for this seasonal servicing will be drawn to those points of the engine and cooling system which are apt to give trouble if left unattended.

These points include the following on the engine:

- 1—Stepping up of the generator output.
- 2—Changing carburetor mixture.
- 3—Changing to winter lubricants.
- 4—Complete withdrawal of sediment, etc., collected in crankcase.
- 5—Blowing out of oil lines, if necessary.
- 6—Putting in new spark plugs if the present ones have gone 10,000 or more miles.
- 7—Checking valves for clearance, wear and alignment.
- 8—Checking for carbon.
- 9—Checking gaskets for leaks.

**T**HREE are many truck operators who are of the belief that, because drivers will be careless in regard to checking up on the amount of anti-freeze in a truck radiator, it is best, in order to eliminate trouble, to dispense entirely with anti-freeze solutions and make the men drain the radiators each night. During the day, especially if the temperature is freezing, the engines must be idled when stops are made.

The foregoing practice may serve the purpose of preventing block freezing, but in the end it is considered anything but good for the efficiency of the power-plant. Idling of engines probably got its inception, years ago, in the driver's effort to overcome the trouble of hard starting. Today, however, engines start easier, because practically all of the trucks are equipped with self-starters.

As a practice, engine idling in winter is, first of all, pure waste. The fuel consumed costs more than even the highest-priced anti-freeze. According to one

authority, as a further argument against the idling habit, crankcase dilution jumps from between 5 and 20 per cent in the summer to from 20 to 50 per cent in winter. Oil dilution, or thinning, is responsible for a number of engine troubles.

The oil passes the pistons from the crankcase more readily to cause the following:

- A—Increased oil consumption.
- B—More carbon.
- C—Spark plug fouling.
- D—Excessive bearing wear.

Dilution is governed by the engine temperature because when the cylinder walls and crankcase are cold, especially when starting, the amount of fuel reaching the crankcase is quite high.

It might, then, be generally concluded that idling should be beneficial in that it maintains a higher temperature than when the engine is not running. But this is not the case, according to one

10—Checking tightness of all hold-down bolts.  
11—Inspecting gas strainer on fuel pump; cleaning out bowl.

12—Replacing oil filter cartridge if it has been used more than 10,000 miles.

In checking the cooling system, above all include the following:

- 1—Flush radiator thoroughly; engine waterjackets as well.
- 2—Replace hose if necessary, especially after 10,000 miles of service. A little grease on nipples will help keep joints tight.
- 3—If cylinder head is removed, don't use old gasket. Do not use shellac.
- 4—Make sure hose connections to pump are tight.
- 5—Replace old fan belts, especially those which are worn or oily.
- 6—If water pump leaks, do not pull gland nut too tight or a scored shaft will result and require replacement. Repack the pump.
- 7—If there is a heat indicator, inspect connection for leaks.

authority, because when the engine idles the temperature is sub-normal. In addition, when a motor truck engine is stopped after a run, the metals hold a fairly high temperature for several hours—at any rate much longer than the time taken up in a stop. As a result, nothing is gained by idling.

Idling is responsible for a further trouble; namely, that of water forming in the fuel combustion. About one gallon of water for each gallon of fuel burned is the average. Now the greater part of this water passes out through the exhaust gases in the form of vapor, but some of this vapor may blow by the pistons into the crankcase. And in cold weather this vapor condenses to form emulsions with the oil to bring it to the consistency of heavy greases. In addition, it may collect and freeze in such parts of the lubricating system as will prevent circulation. Other troubles from this water content may be traced to corrosion, especially in combination with

# TRANSPORTATION ...

by F. Eugene Spooner

the oxides of sulphur in combustion, to result in corrosive acids.

With the engine in good condition, as well as the water circulating system, winter operating troubles should be reduced to the minimum, especially if care is given through frequent inspections and adjustments.

For example, if the cooling system is clogged through the collection of hose flakes or rust, even the best anti-freeze on the market will be unsatisfactory. Some anti-freezes, in fact, will check the natural corrosive action that a water-iron combination causes in a cooling system. As a result, before their use, it is best that full cooling system maintenance be given in order that the complete aid of these anti-freezes be assured.

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### **U. S. Supreme Court to Rule on Validity of Texas Law Regulating Contract Trucks**

DISTRIBUTION AND WAREHOUSING'S Washington Bureau,  
1157 National Press Building

**B**Y taking jurisdiction of an appeal filed by contract motor truck carriers of Texas from a decision of the United States District Court for the Southern District of Texas, the United States Supreme Court has opened the way for a clear-cut decision on the vexatious question as to whether contract carriers may be regulated.

The Court action was originated by truckmen in an effort to have declared invalid a Texas statute placing contract carriers under the jurisdiction of the Railroad Commission of Texas. Enforcement of the statute, the truckmen say, will drive them out of business as contract carriers.

The Texas law gives the State's Railroad Commission authority to regulate contract carriers in just the same manner as it regulates motor truck common carriers. It requires certificates of public convenience and necessity and prohibits operation unless such certificates are issued by the Commission. The Commission is prohibited from issuing the certificates unless the applicant has complied with all requirements of the law.

The statute goes further and provides that permits to operate as contract carriers shall not be issued until the Commission has determined that the proposed operation will not impair the "efficient public service" of a com-

### **Charlotte Company Adds Tractor and Trailer to Fleet**



**H**ERE is illustrated the latest piece of trailer equipment placed in service by the Carolina Transfer & Storage Co., Charlotte, N. C.

This job is a 2½-ton, Model 601, White tractor with a seven main bearing crank-shaft and a force-feed oiling system. The connecting rods are even hollow drilled so that oil is forced up through them to the piston rings and cylinder walls.

Powered with a 6-cylinder engine,

having a brake horsepower of around 70 at governed speed, the tractor is equipped with 4-wheel hydraulic brakes, assisted with B. K. boosters. A latest type sleeping cab provides comfort for extra driver.

The trailer, a Lapeer, has booster brakes which work automatically. The van body contains 1190 cubic feet of inside space with tailgate.

Complete, the job weighs 13,350 pounds empty, with gas.

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mon carrier then adequately serving the same territory.

Authority to prescribe minimum rates, fares, and charges to be collected by contract carriers is given, and it is provided that such charges shall not be less than the rates prescribed for common carriers for substantially the same service.

Contract carriers are required to keep accounts in accordance with rules prescribed by the Commission and to file such reports as the Commission may require.

Responding to a joint plea for the contract carriers and Texas state authorities for quick action on the appeal, the Supreme Court set down the case for argument on Nov. 14.

The case was tried on application for a permanent injunction before a statutory three-judge Court on June 8. One member of the Court dissented from the majority action in holding the statute unconstitutional. The majority declared the statute was a "clear, simple declaration of policy that the public has an interest in the business of carriage for hire over the highways of the state."

The contract carriers contend the statute deprives them of property without due process of law and denies to them the equal protection of the laws, in violation of the 14th Amendment to the Constitution.

The appellants said that in pursuance of the statute the Texas Railroad Commission had promulgated rates to be charged by contract carriers which were higher than the contract rates agreed upon by carriers and their customers.

"The attack made upon the validity of this Act in this case has left the business of transportation by truck over the highways of the State of Texas as a contract carrier, and the regulation thereof, in a somewhat uncertain and unsettled state," the joint brief of appellants and the State declared.

"It is both very important and highly desirous from the standpoint of appellants and appellees alike that this unsettled state and its attendant problems be placed at rest. Appellants, on the one hand, have valuable interests at stake and are threatened with the loss of same. Appellees, on the other hand, have found it very difficult to success-

fully enforce said Act because of said unsettled state."

This confusion, it is said, has harmed the contract carriers and hampered and retarded the State in enforcement of the act.

—Stephens Rippey.

### **Canadian Transport Body Outlines Principles for Motor Truck Regulation**

AFTER ten months of intensive study the Canadian Royal Commission on Transportation has made its official report. This Commission was appointed by the Canadian Government in an attempt to find a solution for the railway problem. Railway difficulties had become so severe that the appointment of a body that would make an impartial study of the entire transportation structure was an urgent obligation.

In endeavoring to determine the underlying causes of the railway problem a good deal of time was spent in examining the competition created by motor vehicles. Hearings were held in various sections of the country and the interested organizations were permitted to present data bearing on their side of the question.

The Commission reports that much passenger and freight traffic has been diverted to motor vehicles and that this diversion has been due largely to private automobiles and privately-owned motor trucks. The motor coach is becoming more popular as a transportation agency, but the volume of traffic now handled is relatively small.

In considering this competitive struggle, due recognition is given to the economic rights of motor vehicles. It is pointed out that in many cases the diversion of traffic can be traced to the outstanding advantages possessed by this new form of transportation. It may be more suitable, more convenient, or less expensive. But it is stated also that when this transfer of traffic is due to motor vehicles not carrying a sufficient portion of highway costs, or to freedom from regulation such as is placed on other common carriers, the result may be opposed to the best interests of the country as a whole.

It is suggested that motor vehicles should carry two-thirds of the cost of providing and maintaining highways in urban areas. In the more undeveloped districts it is believed the proportion might be increased.

The Commission is of the opinion that some form of motor vehicle regulation is imperative. Federal control is not recommended, but it is stated that the Dominion and Provincial Governments should arrange a round table conference in order that uniform regulation and taxation may be devised.

The following principles embrace the Commission's policy with reference to the regulation of common and contract carriers:

"1. Schedules of rates and charges should be published.

"2. Within these schedules common carriers of freight should accept and carry what is offered to them without discrimination between customer and commodities.

"3. Operators should be insured against all risks, including third-party risks.

"4. Operators should keep accounts on a prescribed system and render returns to the appropriate public authority on a common basis.

"5. Minimum standards in regard to working conditions, including wages and hours of labor, should be required.

"6. In the interests of the safety of the public, a standard of fitness should be required of all operators in regard to their vehicles.

"7. Due regard should be had for the preservation of road surfaces, and to this end restrictions should be imposed upon the size and weight of road vehicles, in accordance with the type and character of the highway."

—W. McLeod Orford.

### **Aero-Mayflower Withdraws Its Appeal to U. S. Supreme Court in Louisiana Motor Tax Case**

DISTRIBUTION AND WAREHOUSING'S Washington Bureau,  
1157 National Press Building.

A RULING by the Supreme Court of the United States on the power of States to tax commercial motor vehicles operating in interstate commerce has been forestalled through withdrawal by the Aero-Mayflower Transit Co., Indianapolis, of its appeal from the Louisiana Court's refusal to enjoin enforcement of the State motor vehicle act insofar as it bears on interstate commerce trucking.

Decision by the transit company not to prosecute its appeal became known when attorneys for the appellant moved to have the case stricken from the docket of the country's highest tribunal of appellate jurisdiction. The request was granted as a matter of course.

Although the instant case was aimed only at the statute enforced in Louisiana, a decision of the questions raised on appeal would have been of great importance to the trucking trade generally. While the Court's findings would not control States other than Louisiana in the application of its motor vehicle taxes, an adjudication by the Supreme Court would be followed in subsequent appeals, coming from other States, and would be used as a guide in the formulation of their taxing laws, it is explained.

Two constitutional questions had been raised in the case for consideration by the Supreme Court. The first alleged interference by a State with the exclusive powers of the Federal Government over interstate commerce; the second claimed violation of the 14th Amendment to the Constitution in that the statute fails to give all citizens equal protection of the law and does not constitute due process of law.

Under the Louisiana Act, all motor vehicles of commercial type operating within the State and doing business therein

are required to be licensed by the State commissioner of motor vehicles and registration plates attached to the cars, these plates being charged for on the same basis as those issued to residents of the State.

The Aero-Mayflower Transit Co. is a Kentucky corporation with its principal place of business in Indianapolis. Its equipment consists of 50 3-ton trucks and 15 1½-ton trucks, all equipped with pneumatic tires. Based on experience in other years, the company estimated that its business within Louisiana would send 50 trucks over the State line, with not more than four being in the State at any one time, and no one vehicle going into Louisiana more than twice a month. No contract has ever required a vehicle of the concern to remain within the State for as long as 30 days, and no car has been designated for jobs in the State.

Because of these facts, the transit company refused to pay for and procure license plates for its vehicles, and continued to send them into Louisiana, bearing Indiana registration markers only. It was contended that the company is engaged in interstate commerce, and that the Constitution of the United States gives Congress exclusive power to legislate in that sphere of activity.

After continued refusal to accept the provisions of the statute, trucks of the concern were seized in Louisiana and impounded, together with the goods being carried, until payment of the license fee was made. The Aero-Mayflower engaged counsel at this juncture and caused an order to be issued by one of the Courts restraining the Secretary of State from further enforcement of the tax statute. This stayed proceedings until the Attorney General of the State came into Court and filed a motion to dismiss the restraining order, which motion was accepted by the Court.

Appeal was taken to a Court of three judges, consisting of a Circuit judge and two District judges, and they entered a final decree dismissing the complaint. An appeal to the United States Supreme Court was then noted.

In its brief accompanying the appeal, the company set forth that it is engaged exclusively in interstate commerce, and does not engage in intrastate commerce within the confines of the State of Louisiana, although its trade requires that it convey goods into the State from other States; out of the State to other States; and from other States, through Louisiana to outside points. The tax imposed, it was alleged, was levied on equipment used in interstate commerce and amounted to a charge for the privilege of engaging in this field of commercial activity, in contravention to the express terms of the Constitution.

Unconstitutionality was claimed on the ground that the fees are rated on net carrying capacity plus actual horsepower, and are not measured by or based on the use of the highways; therefore they could not be considered equitable payment for road upkeep.

The Act was further branded as violative of the Constitution on the ground that it did not give equal protection of

the law, but on the contrary was unreasonably discriminatory against the appellant, who operated over the highways at infrequent intervals and in interstate commerce; and in favor of intrastate operators using the State highways continually.

Transgression upon the due process and equal protection guarantees of the Constitution was further asserted, on the ground that the fees do not reflect measure of cost or value of use of the highways by an interstate vehicle.

Attacking the finding of the Louisiana court, the brief declares:

"The Court erred in basing its decree upon the erroneous conclusion that a State may impose any kind of reasonable tax on interstate vehicles regardless of whether the tax bears a reasonable relation toward the privilege of using the highways or is unreasonably discriminatory."

Watkins, Asbill & Watkins, counsel for the transit company, explained withdrawal of the action from the Supreme Court docket by saying the appellant and the State authorities had settled their differences, but that the attorneys had not been advised of the details of settlement.

It had been their intention to ask that the statute be declared unconstitutional on the authority of *Interstate Transit Company v. Lindsey*, 75 Lawyers Edition 953, a case adjudicated by the United States Supreme Court.

—James J. Butler.

#### California Commission Has a Five-Point Plan for Regulating Trucks

FIVE major proposals designed to "bring order out of California's transportation chaos" received unanimous endorsement of the State Railroad Commission in a report issued recently following months of investigation into all phases of the transportation problem.

Special attention in the report is devoted to freight trucking and its effect on railroads and various classes of truck carriers, with the resultant finding that "the main culprit is the 'wildcat' operator who holds out his service to the public, but denies it in using alleged contracts and other pretexts for a defense."

Many uncertified and unregulated trucks disregard weight, height and length limitations and other provisions of the motor vehicle law, the board reports. Speed laws are violated, it is charged, and their competition with regulated carriers includes: discrimination between persons and places; granting rebates; changing rates without notice; disregarding reasonable hours of continuous service of truck drivers, and disregarding other safety precautions.

If stabilization, found the emphatic desire of "the overwhelming majority of shippers," can be accomplished in no other way, the Commission advises that the drastic step of prohibiting private carriers for hire from operation on the public highways should be con-

## MOTOR FREIGHT

sidered. This would leave "the publicly built and owned highways open to the pleasure car, the privately owned and operated truck and the certificated common carrier."

Major recommendations for the solution of the problem include:

1. All transportation companies, on land or water, whether operated as common carriers or as contractor haulers, should be required to obtain certificates of public convenience and necessity from the Railroad Commission. The only exception would be for contractor haulers who confine their operations to within a radius of 30 miles beyond the corporate limits of any city or village or shipping point, and not between cities.

2. Before issuing certificates of public convenience and necessity, there should be a showing made of the necessity of the operation, the financial responsibility of the applicant, and that the rates charged in the case of the contract hauler are not less than reasonable rates for the service rendered.

3. Means for the enforcement of the law should be provided within the Railroad Commission, with its costs defrayed by a charge upon the industry rather than a tax upon the public.

4. Better coordination of activities of the Railroad Commission, the certifying body; State Board of Equalization, the taxing body; division of motor vehicles, in charge of registration; California Highway Patrol, charged with traffic law enforcement; and the Division of Markets, dealing with regulation of peddler trucks handling agricultural products.

5. The present law should be amended to permit the seizure, confiscation and sale of equipment found to be in illegal use, and making the revocation of license plates compulsory in cases where certificates of public convenience and necessity have been revoked.

The present condition in the transportation industry is defined by the Commission as "the struggle for existence of regulated carriers, both on land and water, attacked on all sides by the unregulated."

#### Hodges Opposed Lower Tariffs

A STORY on page 36 of the October *Distribution and Warehousing* reported a motor transportation freight rate hearing before Oklahoma's Corporation Commission, the hearing having been attended by a representative of the Joe Hodges Transportation Co., identified with the Joe Hodges Fireproof Warehouses, Tulsa.

From Seth T. Davis, of the Hodges organization, comes this letter to *Distribution and Warehousing*:

"When we read the article it left the impression with us that we were before the Commission to have the truck line rates reduced.

"The real reason we were there was to keep one of our competitors from reducing the rates between Oklahoma City and Tulsa. They arbitrarily issued a

tariff calling for a lower rate than ordered by the Commission in July, 1930. We were not in favor of any reduction; consequently we asked for a hearing, which was decided in our favor. We feel the rates we are charging are not excessive; they are regular L. C. L. freight rates.

"As a matter of information, since that hearing there has been another, which was promoted by the railroads. They are asking a reduction in rates from 10 per cent to 20 per cent. The Commission has not handed down its decision yet [Oct. 19], but it appears as though the proposed new rates may be put into effect. We opposed this action also."

#### Railroad-Backed Association Behind Proposed Anti-Truck Legislation in Connecticut

EXECUTIVES of the Connecticut Warehousemen's Association and the Motor Truck Association of Connecticut are manifesting interest in a new organization known as the Railroad Employees' and Taxpayers' Association of Connecticut, recently formed in New Haven with the announced purpose of bringing about "an equitable situation as far as the various competing forms of transportation are concerned."

A. T. Pierson, New Haven, said to be affiliated with the New York, New Haven & Hartford Railroad, has been elected temporary chairman, and E. C. Brooks, Wallingford, temporary secretary. Elimination of all forms of subsidy for public carriers and "a fair chance" for the railroads is the object of the group, according to Mr. Pierson.

Railroad employees, owners of railroad stocks and bonds, depositors in savings banks, and holders of insurance securities and policies are to be invited to join. Banks and insurance companies, it was pointed out, have large investments in railroad securities.

The association plans to organize local groups in every city and large town in the State and to form district organizations for rural areas. That the association means business is shown by the fact that one such local group has already been formed in Danbury, with a complete slate of officers and a charter membership of more than forty. The list of members was made public. Most of them are railroad employees. Both the New Haven and Danbury organizations are receiving extensive newspaper publicity.

The movement is of particular interest to warehouse and transfer companies and truck fleet operators because it is known that the coming winter session of the Connecticut Legislature will witness the introduction of a record number of measures designed to regulate or to draw additional revenue from motor trucking activities.

Myles W. Illingworth, Hartford, executive secretary of the Motor Truck Association of Connecticut, lists the following new laws which are scheduled to be put before the Legislature:

"Higher license fees for all trucks; in-

creased gasoline tax; cutting down the pay-load through restrictions on length, height, axle-load and gross weight; ton-mile tax; greater power for regulatory commissions; diversion of motor vehicle taxes to other uses than building and repair of roads; new laws as to hours of driving, etc."

The new pro-railroad group makes no secret of the fact that its primary purpose is to secure the enactment of new laws providing regulation and taxation for motor trucks. It is stated that the association "has no axe out for anyone," but it will seek to "equalize the competitive conditions between the railroads and motor truck carriers."

The association is seeking to determine the attitude of candidates for the State Senate and House on motor truck legislation, with the purpose of indorsing those pledged to regulation of carriers competing with the railroads. In certain cities, notably New Haven and Danbury, where the first two units were formed, the railroad vote is an important factor.

Connecticut's railroad situation is an unusual one. At the present time there are but two separate steam railroad companies operating in the State—the New York, New Haven & Hartford, and the Central Vermont. The latter road has only one line, running from New London through Norwich and Willimantic to Palmer, Mass., and beyond. All other independent roads in Connecticut have long since been absorbed by the "New Haven," which consequently wields tremendous power in the State.

—Charles B. Barr.

#### Pennsylvania Asks Licenses for Out-of-State Vehicles

EFFECTIVE Oct. 19, out-of-State motor vehicles transporting property or persons in Pennsylvania for compensation, and which are operated through the State on a regular schedule, must secure Pennsylvania registration plates in addition to those of the home States, it is announced by Pennsylvania's Department of Revenue at Harrisburg. Drivers so operating motor vehicles must obtain Pennsylvania operator licenses.

Fifteen trips into Pennsylvania is the limit for out-of-State motor vehicles transporting persons or property for a compensation and not operating on a regular schedule. At the end of the 15-day period motor vehicles in this classification must obtain Pennsylvania registration. Operators of such vehicles must have a Pennsylvania operator's license at the end of the 15-day period. Moving vans are included in this category.

#### New Type of German Truck

DISTRIBUTION AND WAREHOUSING'S Washington Bureau,  
1157 National Press Building

A TRUCK which saves fuel by automatic disconnection of three cylinders when running without load has been manufactured in Germany, according to

the Department of Commerce. The machine is propelled by a Diesel engine and savings also are claimed on this score.

The motor is a 104 hp. 6-cylinder affair with a speed governor up to 1400 r.p.m., and a governor by which the motor, when running without load, can be held to 280 r.p.m. whenever necessary. The chassis is supported by three axles and has a capacity of 12 metric tons.

—Stephens Rippey.

#### Alabama to Control Trucks

Gov. Miller of Alabama early in October signed a bill fixing the maximum size and speed of motor trucks, effective June 6, 1933.

The measure established a maximum weight, with certain exceptions, of 20,000 pounds; height, 12 feet; width, 96 inches; length, 30 feet without trailer and 40 feet with trailer; speed, 20 miles an hour within a city and 30 miles outside cities.

#### Warehouse Executive

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Have exceptional record for production of new business and economy of operation. Age 40. Married. Alert and aggressive.

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#### Neeser and Morgan Head Relief Groups

John G. Neeser, president of the Manhattan Storage & Warehouse Co., New York, has been made chairman of the warehouse group which is cooperating with the city's Emergency Unemployment Relief Committee conducting a fund-raising drive this fall.

William Fellowes Morgan, Jr., president of the Brooklyn Bridge Freezing & Cold Storage Co., has been made chairman of the cold storage group.

#### Mooney Takes Title

Edward G. Mooney, president and treasurer of the Hartford Despatch & Warehouse Co., Hartford, Conn., has formally taken title to the property at 1337 Seaview Avenue, Bridgeport, Conn., occupied for the past several years by the concern's Bridgeport branch warehouse. The purchase price of the property was reported to be \$91,000.

#### Moving 60-Ton Columns a Recent Job Performed by Pittsburgh Company

(Concluded from page 17)

hops on the road. The loading and unloading is performed by Alexander Howie, Inc., contractor for the stone work on the new building. The first column was transported from the East Liberty yards of the Pennsylvania Railroad to the job, a distance of two and one-third miles, on the morning of Sept. 9. A police escort was provided and advance publicity was avoided to prevent interference by crowds of spectators. Local architects, railroad executives and newspaper men took considerable interest in the event, which was generally conceded to be something new in the history of architecture.

One hour and thirty minutes was consumed in carrying the first piece, but so rapidly have the transfer men solved the problems presented by the task that the time has been steadily reduced. Trips average 25 minutes, the shortest time for a trip being 19 minutes. While it was expected at first that only one column could be moved and set up in a day, the transfer company and engineers averaged three a day.

The streets from the railroad yards to the building were mapped out before the hauling commenced, and the truck followed the street car right-of-way to avoid sewers along the sides of Fifth Avenue. Heavy sheets of iron were placed over all manholes on the route, and an emergency truck, loaded with tools and machinery, followed the hauling apparatus. The stones were insured against breakage in transit.

A truck weighted with huge blocks of iron pulled on a steel cable fastened to the front of the truck and trailer bearing the stone, on the more difficult stages of the journey.

Before the hauling was begun 66 tons of railroad steel was transported over the route to test the efficiency of the machinery and the feasibility of the hauling plans.

#### Trailer Manufacturers Organize Association

A GROUP of mid-west trailer manufacturers met at the Stevens Hotel in Chicago, recently, and formed a permanent organization in the interest of uniform State laws regulating trucks and trailers. It is to be known as the Trailer Manufacturers Association. The officers are: J. Englaender, president (Trailer Corporation of America, Cincinnati); J. S. Edwards, first vice-president (Edwards Iron Works, Inc., South Bend); Herman Plew, second vice-president (Herman Body Co., St. Louis); E. L. Vosler, secretary-treasurer (Fruehauf Trailer Co., Detroit).

An executive committee was appointed consisting of the officers and T. G. Jackson (B. & J. Trailer Co., Chicago).

# What's New

## Shop Equipment Accessories Trade Literature

If you desire further information regarding products listed below, or copies of literature mentioned, we will gladly secure same for you. Just check the number and letter in coupon and mail it to  
**DISTRIBUTION & WAREHOUSING**

1—**Piston Expanders.** For installation inside used aluminum pistons to restore them to original fit and to stop slap. No machining necessary for installation, the expander being securely locked in place by the piston pin. First production to take care of Model A Ford. Expanders for other cars will be developed. Maker Perfect Circle Co.

2—**Tire Valve Cap.** Does not have to be taken off when tire is inflated or gauged, thus saving considerable time. This cap, called the Biseal, includes its own valve at the same time that it operates the regular stem of the conventional valve. Made by Sterling Automotive Products Corp.

3—**Emergency Brake Equipment.** When air brake systems are used, this Bendix-Westinghouse functions automatically to stop truck if, for any reason, a break in tubing or hose connections from the truck frame to front or rear brake should occur. Particularly valuable to truck and trailer operations as a protection against accidents when regular system is at fault. Made by Bendix-Westinghouse Automatic Air Brake Co.

4—**Adjustable Piston Expander.** Can be expanded to .020 in. if necessary to restore piston to regular fit. Is adjustable, enabling mechanic to expand piston to number of thousandths required for a perfect fit. Locking arrangement to prevent

loosening. Made by Shepard and Moore, Inc.

5—**Frost Shield.** Will melt snow and sleet on windshield to give better vision. Electric current from battery produces heat on shield which is mounted on regular windshield. Maker Fulton Co.

6—**True Stop Brake.** Redesigned, this ventilated disk emergency brake is more compact than before. The shoes can now be relieved easier because shoe removal and adjustment have been relatively simplified. Made by American Cable Co.

7—**Polishing Wax.** A new wax, said to be completely transparent and proved to be proof against ultra-violet ray. Developed by du Pont Co.

## Keep Posted on Trade Literature

8—Color mixing handbook. An aid in color matching jobs, explaining for example the difference between Ultramarine blue and Prussian blue and just when to use each one. Many other things are revealed and many helps pointed out for the man in the shop who wishes to establish a lacquering department. Issued by Sherwin-Williams Co.

9—Why six-wheelers save money. An interesting folder depicting six major savings possible through the use of six wheels on a truck, published by Six Wheels, Inc.

10—Economics of six-wheel operation. A folder showing how it is possible to increase haulage profits from 35 to 50 per cent through the use of six-wheel units. Also shows that by distributing load over six wheels instead of four, many of the state restrictions in regard to weight are in most cases overcome. All of the major cost factors are considerably reduced, according to the Federal Motor Truck Co. which publishes this folder.

11—All about engine reconditioning. A booklet to help simplify precision service work on all parts of the engine, telling you just how far you can go in the matter of taper and eccentricity and showing how dial gauges are used and cylinders and pistons measured, etc. Published by L. S. Starrett Co.

12—Oil pumping in engines as a problem has thirty-two solutions. The facts presented in 24-page summation on engine troubles offered by the American Hammered Piston Ring Co.; designed to overcome many of the daily power-plant maintenance problems now confronting shopmen.

13—Ethyl gasoline and the many questions regarding its use are explained in illustrated form in booklet giving an "Inside

story" entirely void of all technical wording, etc.

14—Tire maintenance information of a character that will lead to real economies in fleet costs is contained in book offered by Goodrich Rubber Co. Ask for "Truck & Bus Tire Facts."

15—Ignition cable economy not only on replacement costs but also as to its effect on engine performance is subject of series of bulletins sent out by the Belden Mfg. Co.

16—Axle shaft failures and how to reduce told in a 23-page illustrated book issued by U. S. Axle Co.

17—Facts About Trailer Axles and Tire Wear are contained in two booklets published by the Timken-Detroit Axle Co. Each represents a nation-wide investigation, one on the causes of excessive wear of tires on trailers and the other on the

needs of modern axles on trailers to meet fast freight conditions as they exist on the roads today.

18—How to save from 6 to 8 cents per mile per truck through the use of trailers is the text of a pamphlet directed to warehousemen who sell truck transportation. This pamphlet is published by the Federal Motor Truck Co.

19—"Cutting Distribution Costs with Motor Trucks" represents a valuable collection of facts to guide warehousemen and motor freight operators in selecting the most economical types and sizes of hauling equipment. Published by General Motors Truck Co.

20—Operating Costs and 32 pages of illustrations and text are contained in a new catalog entitled "International Trucks for Warehousemen and Commercial Haulers," published by the International Harvester Co.

November

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# WITH THE ASSOCIATIONS

HERE is presented in tabloid form the Association news that is of *general interest* to the industry as a whole. No effort is made to publish complete reports of all Association meetings; the dissemination of such information is logically the work of the officers and the committee chairmen. What is presented here is in effect a cross-section review of the major activities so that Association members may be kept advised as to what "the other fellow" elsewhere in the country is thinking and doing. When annual or semi-annual meetings are held, more extended reports will occasionally be published.

## *Eight Members of New York Port Association Resign in Protest Against Policies*

EIGHT members of the Warehousemen's Association of the Port of New York—a minority in point of number but a majority from the viewpoint of investment and area—resigned from the organization at the October meeting in protest against the association's failure to go on record in favor of directing John J. Hickey, attorney retained to handle problems involving freight rates and practices of railroads serving the Port, to make clear, during his representation of the association, that he was not speaking for nine of the larger companies in the association's membership.

Involved in this development are the railroad storage situation and the New Jersey lighterage case, both pending before the Interstate Commerce Commission, and a division of opinion, within the ranks of the Port association, regarding policies and methods.

The eight warehouse and terminal organizations which resigned are:

- American Dock Co.
- Baltimore & Ohio Stores, Inc.
- Bush Terminal Co.
- Fidelity Warehouse Co.
- New York Dock Co.
- Pouch Terminal Co.
- Republic Storage Co., Inc.
- Wallabout Basin Terminal & Storage Co., Inc., Brooklyn.

The background of this development dates back to December of last year. At that time the Warehousemen's Protective Committee, headed by T. A. Adams, Sr., chairman of the Manhattan Refrigerating Co. (a member of the Warehousemen's Association of the Port of New York), had been organized for some months in its effort to compel the trunk line railroads entering the Port to discontinue completely their warehouse business in competition with the privately-operated merchandise and cold storage interests. The Adams committee was building membership among warehouse firms throughout the country and was soliciting the support of the industry's trade organizations.

On Dec. 1 the Warehousemen's Associa-

tion of the Port of New York went on record approving and indorsing the activities of the Warehousemen's Protective Committee. The vote was 14 to 7, and the opponents included nearly all of companies which have just resigned from the Port association.

The Port association's action of placing itself on record as approving the efforts of the Warehousemen's Protective Committee was, in January of this year, brought to the attention of the delegates

### *N. F. W. A. Convention To Be Held in January*

THE board of the directors of the National Furniture Warehousemen's Association held its fall meeting on Oct. 20-22 at the South Shore Country Club in Chicago and voted to hold the National's annual meeting in January—during week of either the 16th or the 23rd.

The city was not definitely selected but concensus favored Chicago if satisfactory hotel arrangements were possible.

The board elected a number of new members and reaffirmed the resolution which the National adopted at its summer convention at Mackinac Island, Mich., in 1931, relative to members affiliating with competitive organizations.

That memorial as adopted at Mackinac held that National members who entered into "contract and agreements and engaged in the service of a concern or concerns" not approved by the National should "be deemed guilty of failing to cooperate and not entitled to the benefits" of the National and should tender their resignations "upon pain of being expelled."

of the American Warehousemen's Association during the American's discussion of the railroad storage situation, at the convention in Detroit. In the summer, during the Interstate Commerce Commission hearing in New York (Part 6 of Ex Parte 104) the Port association's action of approval was entered on the Commission's records, on behalf of the Warehousemen's Protective Committee.

At the Port Association's meeting on Sept. 20, the Port organization voted to retain John J. Hickey, counsel for the Warehousemen's Protective Committee, as attorney for the Port association to handle developments involving freight rates and practices of the rail carriers serving the Port. Under the resolution to retain Judge Hickey it was voted that no other attorney be retained to handle such matters during the period to end Sept. 1, 1933. Again there was no unanimous opinion. The resolution was adopted by a vote of 14 to 8, the opponents being the American Dock, Beard's Erie Basin, Bush Terminal, Fidelity, New York Dock, Pouch, Republic, and Wallabout Basin.

These eight did not favor the retention of Judge Hickey as counsel for the Port association because of the attorney's representation as counsel for certain New Jersey interests in the New Jersey lighterage case.

The situation came to a head at the Port association's October meeting, at which D. L. Tilly, president of the New York Dock Co., offered several resolutions which he preceded by the following "historical statement" presented on behalf of the group of eight:

"For many years certain of these members have been alarmed over the constantly increasing menace to the warehouse industry of certain practices of the railroads of the country. Among other things those members actively fostered features of certain legislation designed to stop those practices and which legislation ultimately resulted in the investigation into port charges and practices of carriers at certain points—Interstate

Commerce Docket 12681. The Commission's decision in that case was anything but satisfactory to warehousemen, as you know.

"Certain members of this association, which members collectively constitute the major portion of the aggregate private general storage space in New York, formed a group for the purpose of taking such steps as might be necessary effectively to stop certain unsound practices of the railroads which threatened the very existence of private warehousemen. That group subsequently incorporated and is now known as the New York Warehouse, Wharf & Terminal Association, Inc. That group gave no publicity to its plans, did no proselytizing, and sought no funds from other warehousemen but spent its money and energy in efforts to accomplish results. It believed that the matter could initially be confined to the New York area and principles could be laid down here which would be controlling throughout the entire country where similar difficulties are increasing alarmingly.

"Subsequently another group [Warehousemen's Protective Committee] was formed which urged determinations through legal processes that the railroads have no legal power under their charters or in law to engage in warehousing, believing that such determinations would act as a panacea for the ills of which the warehousemen presently complain. That group gave wide publicity to its plans and solicited funds from warehousemen throughout the country.

"It has been stated that certain members of our group are subsidized or controlled by the trunk line railroads. That statement has absolutely no foundation in fact.

"Our group holds the view, based upon many years of careful study, that the only permanent solution of the problem confronting the warehousemen of the uneconomic, indeed cutthroat, competition of railroads in the warehouse business, lies in appropriate prevention of railroads engaging in warehousing at less than compensatory rates. But our group goes even further and urges that a similar rule must be applied to all non-transportation services performed by carriers, directly or indirectly. We believe that any other attempted solution could at best result in but temporary relief, and certain solutions urged by others would ultimately produce conditions worse than those from which we are all presently suffering.

"The other group to which we refer does not share our views. Moreover, that group has employed an attorney who, though well known to, and highly regarded by, our group, as leading counsel for certain New Jersey interests in the New Jersey lighterage case now pending before the Interstate Commerce Commission, is urging certain propositions in that case the effect of which upon our group, and we believe upon all New York warehousemen, would be worse than the railroad warehousing competition of which we all complain.

"Obviously our group cannot support

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the views and procedure of the other group to which we refer."

After reading the statement Mr. Tilly introduced, on behalf of his group, a resolution calling attention to the association's 14-to-7 endorsement, last December, of the activities of the Warehousemen's Protective Committee, and requesting that the Warehousemen's Protective Committee be informed that "the approval and indorsement of its activities" by the Port association was exclusive of American Dock, Beard's Erie Basin, Bush Terminal, Fidelity, New York Dock, Pouch, Republic, and Wallabout Basin—the eight companies which had voted in September against retaining Judge Hickey. This motion also was amended to include the Baltimore & Ohio Stores, Inc.

and practices; and again pointed out that the eight opposing members to that action "constitute the major portion of the storage warehouse space represented by this association." This resolution requested that the association direct Judge Hickey "that in all instances in which he represents this association he state that he does not represent the views of" American Dock, Beard's Erie Basin, Bush Terminal, Fidelity, New York Dock, Pouch, Republic, and Wallabout Basin—the eight companies which had voted in September against retaining Judge Hickey. This motion also was amended to include the Baltimore & Ohio Stores, Inc.

Voting on this amended motion produced a tie—nine in favor and nine opposed. Mr. Wilson ruled that the motion had failed of adoption.

Thereupon Mr. Tilley, "believing that this association has recently followed principles which negative the respect that it has enjoyed," offered "with a sincere sense of regret" a motion that the Port association "be dissolved at the earliest practicable date and that its present net assets be distributed *pro rata* to each member of the association presently in good standing," and that the president appoint a committee of three to carry this resolution into effect.

This motion failed of adoption, nine members voting against and eight members for.

Mr. Tilley, declaring that "New York Dock Company is a dignified business organization" and that he believed that "the maintenance of the company's business principles is incompatible with continued membership in this association," tendered the resignation of the New York Dock Co. This was followed by resignations by American Dock, Baltimore & Ohio Stores, Bush, Fidelity, Pouch, Republic, and Wallabout Basin.

Beard's Erie Basin, Inc., was not represented at this meeting.

—K. B. S.

## Colorado Association Issues New Tariff Booklet, Showing Lower Household Hauling Rates

A NEW freight line tariff booklet, naming commodity rates on household goods and rates for occasional hauling of other than household goods between all points in Colorado, has been issued from the office by the Colorado Transfer & Warehousemen's Association in Denver. The new rates show an almost unanimous reduction of 15 per cent on all haulings.

There are 28 Colorado carriers participating in the tariff amendment, 15 of them being Denver members. The booklet contains twelve pages, giving the mileage and rates to and from all points in Colorado and the number of miles to points throughout the entire United States, in addition to the routes.

The booklet is the second annual tariff schedule to be distributed by the Colorado association, and is expected to preserve the unanimity among members established by the first tariff booklet.

—Ray McGovern

tute the largest amount of warehouse space in the association"; and further that the Warehousemen's Protective Committee "be requested to specifically state such exclusion in any statements which the committee may make as to approval and/or endorsement of this association." This motion by Mr. Tilly was amended by the addition of the name of the Baltimore & Ohio Stores, Inc.

Voting showed eight in favor of and eight opposed. The chair—the association's president, H. E. S. Wilson, president of Campbell Stores, Hoboken, N. J., and a member of the Warehousemen's Protective Committee—voted in favor of the resolution, with amendment included, and declared it carried.

Mr. Tilly then offered another resolution. Its preambles called attention to the association's 14-to-8 decision, at the September meeting, retaining Judge Hickey as counsel until Sept. 1, 1933, to the exclusion of all other counsel in matters involving railroad freight rates

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### **Wilson V. Little Is Appointed General Secretary of A.W.A.**

**A**NNOUNCEMENT is made by Elmer Erickson, Chicago, general president of the American Warehousemen's Association, that Wilson V. Little, Chicago, executive secretary of the organization's merchandise division, has been appointed also general secretary.

Mr. Little succeeds E. A. Howard Baker, who had held the position for several years. Mr. Baker is not at present a member of the American, having resigned as president of the Kennicott-Patterson Warehouse Corp., a Denver member of the A. W. A., to organize and head the new Security Storage Co., Inc., Denver.

Mr. Little's office continues at 222 West Adams Street, Chicago. In announcing the appointment Mr. Erickson said:

"Nothing coming from me could be too complimentary as to Mr. Little's qualifications. On the practical side, and in the interest of efficiency, it is, of course, obvious that the establishment of the general secretary's office in general headquarters is most sensible, especially since changes in Mr. Baker's business affiliations prevented his continuing to serve the association as its general secretary.

"Elaborating in a more personal way I might say that my own term as general secretary afforded a working arrangement which was a little easier for all concerned by reason of the fact that I was located in Chicago. Current business and office records do not readily lend themselves to plan which involves the shifting too often of the general secretary's office among members of the association and about the country.

"So you see again, water always finds its own level—the general secretary's office has bounded back to headquarters, where it really belongs.

"Mr. Baker's many years of service to the A. W. A. will ever be remembered and it is most gratifying to know of the industry's sincere appreciation of his services. The records of the Detroit meeting and subsequent messages of the industry's sincere appreciation give evidence of all this in addition to expressions of many friends and associates."

### **R. B. Young Nominated President of Southern; Elections November 14**

**A**T the annual meeting of the Southern Warehousemen's Association, to be held at the Andrew Johnson Hotel in Knoxville on Nov. 14, the nominating committee, headed by John L. Wilkinson, Charlotte, N. C., will present its slate of officers and directors for the new year as follows:

President, R. B. Young, manager, Savannah Bonded Warehouse & Transfer Co., Savannah.

Vice-presidents, C. E. Boineau, president, Boineau's, Incorporated, Columbia, S. C.; W. T. Callahan, treasurer,

John E. Withers Transfer & Storage Co., Inc., Miami; George C. Harris, president, Harris Transfer & Warehouse Co., Birmingham; Milner T. LaHatte, president, Southeastern Bonded Warehouses, Atlanta.

Secretary, W. L. Inglis, president, Cathcart Van & Storage Co., Inc., Atlanta.

Treasurer, John J. Woodside, president, John J. Woodside Storage Co., Inc., Atlanta.

Directors, C. F. Brooks, secretary, Brooks Transfer & Storage Co., Inc., Richmond, Va.; Foy G. Crabtree, president, Crabtree Transfer & Storage Co., Inc., Chattanooga; Paul B. Dodson, vice-president, Edelen Transfer & Storage Co., Inc., Knoxville; George D. Lentz, warehouse manager, Lentz Transfer & Storage Co., Winston-Salem, N. C., and the retiring president, E. C. Lowry, president, Alabama Transfer & Warehouse Co., Montgomery.

### **B. F. Johnson Sees a Marked Improvement**

**A**T a meeting of the Amarillo (Tex.) Transfer & Warehousemen's Association, held at the Amarillo Hotel on Oct. 19, B. Frank Johnson, secretary-manager of the Texas-Southwest Warehouse & Transfermen's Association, was the guest of honor and delivered an address to the members in which he emphatically stated, "There is a marked improvement in the warehouse industry in Texas, Arkansas and Louisiana."

Plans for increased activity of the local association, of which William C. Boyce is president, were formulated at the meeting. Weekly gatherings will be held during the winter months.

—Carolyn Deason Timmons.

### **J. P. Woodworth New President of Indiana F. W. A.**

**T**HE Indiana Furniture Warehousemen's Association, organized earlier in the year, held its first annual meeting on Oct. 19 at the Lincoln Hotel in Indianapolis and elected officers and directors as follows:

President, J. P. Woodworth, proprietor, Woodworth's Storage & Transfer, South Bend.

Vice-president, Forest Monger, manager, Forest Monger Transfer & Storage, Richmond.

Secretary-treasurer, Irwin Walker, treasurer, Shank Fireproof Warehouse Co., Indianapolis.

Directors, H. C. Schroeder, president, Hogan-Schroeder Storage Co., Indianapolis; William C. Meinke, Meinke & Sons, La Porte; Charles E. Travis, president, Vincennes Transfer & Storage Co., Vincennes; Hans A. Johnson, owner, Johnson Transfer & Fireproof Warehouse, Hammond; Walter A. Borgmann, president, Brown Trucking Co., Fort Wayne.

The new president succeeds Russell T. Hahne, president of the Hahne Forwarding Corporation, Gary.

### **N.Y.F.W.A. Considers a Cooperative Mart for Sale of Unclaimed Lots**

**A**CENTRALIZED and cooperative auction mart system for the sale of unclaimed furniture in the plants of members of the New York Furniture Warehousemen's Association was suggested at the organization's October meeting, held at the Aldine Club on the 10th. Louis Schramm, Jr., president, announced that a committee would be appointed to inquire into the possibilities of the idea.

The plan was presented by a committee headed by Leo H. Blum, president of the Atlas Fireproof Storage Warehouse Co., Inc., and had been worked out by Mr. Blum and William H. Jackson, the Atlas firm's manager.

"The sale of unclaimed for and unclaimed household effects in our warehouses," Mr. Blum told the group, "has been a feature of our business that we looked upon with scorn and considered as a necessary evil, the necessity of a thoroughness in the legal requisites causing us more concern than the sale of the chattels themselves.

"How this feature of the storage business has risen to such proportions, with each warehouse having five or six or even seven sales a year to clean the warehouse of unprofitable dead storage, that consideration has to be given to these sales, not as a necessary evil but as a necessary income.

"There are in the whereabouts of one hundred warehouses affiliated with our association, every one with a certain income to be derived from the sale of unclaimed and uncalled for chattels. If we, through a law of average, consider that there is a \$5,000 income from the sale of unclaimed furniture at each warehouse, it can be readily appreciated that a sum of one-half a million dollars a year is the income of the members of this organization from the sale of unclaimed furniture. This \$5,000 average for each warehouse is not an exaggeration. It must be least that. There are many warehouses represented here tonight with incomes that are considerably higher; also those whose incomes are less; but the average income through the medium of auction sales is about \$5,000 a year.

### **Six Reasons Advanced**

"The plan Mr. Jackson and myself wish to suggest to the association is the consolidation of these unclaimed chattels at one central point. In the operation of this proposition every participating warehouse can be individually benefited by the medium that counts—*cash*; and by '*cash*' we mean the increase of sale prices for the merchandise offered and the decrease of expenses connected with the sale.

"We have listed six salient reasons why a proposition of this nature would be of infinite help to the individual warehouseman—six reasons, the benefits of which can be derived only by a proposition of this nature:

"First: The consolidation of unclaimed

furniture to a central sales room eliminates the duplication of sales by warehouses, particularly during the popular sales months of March and November, thereby grouping the buyers, creating more patrons at one sale, and naturally assuring better prices for the merchandise.

"Second: A sales room known as only an outlet for storage warehouses, and operated by the New York Furniture Warehousemen's Association, for the legitimate sale of unclaimed and uncalled for household effects and known by the dealers and public as such. This company would be in a position to eliminate the false advertising of many sales rooms and second hand furniture stores which claim they are selling unclaimed storage warehouse furniture.

"Third: Saving of labor—an important item in these days of retrenchment. The overtime in our comparatively small organization to prepare an auction sale amounts to considerable. The loss of days of work in preparing a sale, on the date of sale, and disposing of the sale, can be eliminated.

"Fourth: Consider the saving in the cost of advertising, by the consolidation of auction sales. As it is now, each warehouse spends from \$30 to \$50 apiece for each auction sale advertised in a New York daily newspaper. Three warehouses may sell on the same date—and very often there are more than that—and the daily paper receives between \$30 and \$50 from each warehouse. Every warehouse on an average holds six sales a year. One hundred warehouses—just mental arithmetic tells the story: from \$18,000 to \$24,000 contributed by the New York Furniture Warehousemen's Association each year to the daily newspapers. This can be eliminated by consolidation at a central sales point, and sufficient can be saved by this one item of advertising alone to pay the rent on a centralized auction sales room.

"Fifth: The face of a lawsuit charge stating that insufficient money was received from the sale of an unclaimed lot would appear in much better light, should the sale be conducted in a central sales room under the jurisdiction of the New York Furniture Warehousemen's Association.

"Sixth: And a real substantial reason for the consolidation of auction sales is that when an account credit limit has expired, and the usual notices and legal requisites have been carried out the goods can be disposed of 30 days thereafter, thereby eliminating the necessity of retaining the lot for a periodic sale or such time when you have sufficient unclaimed lots to run a sale of any size, thus releasing the space for further profitable use. Further, by the immediate sales upon expiration of an account credit limit, the amount due against the account is in your bank 30 to 40 days after the first notice of sale is mailed."

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When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

### Connecticut Group Elects C. A. Moore President



Controlling personnel of "ConnWA"; left to right—seated, H. I. Yates, treasurer; C. A. Moore, president; Edgar C. Palmer, secretary. Standing, Edward C. Nash, second vice-president; William H. Schaefer, retiring president; J. W. Connelly, first vice-president.

FORMATION of a New England association of warehousemen as a means of spreading the benefits of organization over a wider area and covering many cities in Massachusetts, Rhode Island and the northern States which are not now represented in any group was urged by John W. Connelly, Hartford, at the banquet of the Connecticut Warehousemen's Association which followed the annual meeting, in Bridgeport on Oct. 13.

C. A. Clare Moore, vice-president of Moore's Storage Warehouse, Inc., Bridgeport, was elected president of the Connecticut association, succeeding William H. Schaefer, Stamford, who had served two terms. Mr. Moore had been first vice-president during the past two years; and Mr. Connelly, secretary of the Hartford Despatch & Warehouse Co., was named to that post, moving up from the second vice-presidency, which was filled by the election of Edward C. Nash, Westport. Edgar C. Palmer, of the Smedley Company, New Haven, acting secretary since the death of his father, "Senator" William R. Palmer, last July, was elected secretary, and H. I. Yates, manager of The W. M. Terry Co., Bridgeport, was again chosen treasurer.

Hailed as "an outstanding leader" and a vital force in the success of the association, Mr. Schaefer was given a costly and elaborate desk, the presentation being made by Edward G. Mooney, Hartford.

Responding to the presentation, Mr. Schaefer paid a tribute to the late Mr. Palmer. Any success he may have had as president, Mr. Schaefer declared, was due to the unfailing support and wise counsel of the sturdy and picturesque New Havenite whose loss had been such a bitter blow to the association.

A formal vote of thanks to Mr. Schaefer was passed upon motion of Edgar C. Palmer, who paid high tribute to the retiring president. A message of sympathy and a floral piece were ordered sent to William B. Schaefer, son

of the retiring president, who has been seriously ill in a New York hospital.

An application for membership from J. J. Sullivan The Mover, Inc., Springfield, Mass., was favorably acted upon.

H. I. Yates, treasurer, reported a balance on hand of \$751.03, indicating a satisfactory financial condition.

The executive committee for the coming year will consist of the president, vice-presidents and treasurer, and Mr. Schaefer, Stamford; Leonard S. Clark, Greenwich; J. N. Snow, New London; Frank E. Hess, Waterbury, and E. W. Schultz, New Britain. Nominations for both officers and directors were presented by Frank W. Valentine, New Haven, chairman of the nominating committee, and were approved unanimously.

Officiating as toastmaster, Mr. Connelly opened the speaking program at the banquet with the proposal for a New England association, which he urged as a logical development, citing the record of nearly 100 per cent attendance and the many worth-while accomplishments of the Connecticut group. He said that the New England project had already been given much thought and would be discussed in detail at an early meeting.

Guests called upon for brief remarks at the banquet included A. A. Hall, Norwalk Tire & Rubber Co., Norwalk, Conn.; Barrett C. Gilbert, New York, president of the Allied Van Lines, Inc.; Louis Schramm, Jr., president of the New York Furniture Warehousemen's Association; William T. Bostwick, secretary of the New York F.W.A.; Charles F. Byrnes, New York, and A. F. Rubey, Boston; P. J. O'Connor, New York, of *Distribution and Warehousing*; Charles Hall, of the Allied Van Lines, and Griswold B. Holman, Hackensack and Rutherford, N. J.

Mr. Schaefer speaking at the banquet, expressed gratitude for the support given him and paid another tribute to the late Mr. Palmer. President Moore also spoke briefly.

In recognition of their having had no

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accidents of any description for a period of more than two years, three employees of William H. Schaefer & Son, Stamford, were presented National Safety Council medals. They are Arthur L. Clark, Ernest Walker and Michael Tozio.

An elaborate vaudeville entertainment concluded the evening's program, which was staged in the main ballroom of the Stratfield Hotel. The committee in charge of the evening's activities was comprised of Mr. Moore, Mr. Connelly and E. C. Palmer.

—Charles B. Barr.

**Cleveland F. W. A.  
Elects L. A. Roller  
Its New President**

THE twelfth annual meeting and banquet of the Cleveland Furniture Warehousemen's Association was held at the Hotel Carter on the evening of Oct. 10, with full representation of members. Officers were elected as follows:

President, Louis A. Roller, secretary Lakewood Storage, Inc.

Vice-president, Elmer P. Becker, vice-president John Becker Moving & Storage Co.

Secretary-treasurer, William H. Turner, treasurer Lincoln Storage Co.

Guests included B. R. Brennan, assistant freight traffic manager of the New York Central, and E. H. Lee, secretary of H. C. Lee & Sons Co., Toledo.

Mr. Brennan said the railroads were favorable to warehousing and appreciated the problems confronting that industry. The railroads recognized the value of local trucking, he asserted, but patronage on long hauls should go to the rail carriers. He presented a resume of today's traffic situation and asked warehousing's support.

William R. Thomas, vice-president of hauling situation. A general agreement the Lincoln organization, replied by giving warehousing's viewpoint on the was voiced that the railroads were entitled to primary consideration.

**California "Independents"  
Form State-Wide Body; Will  
Seek Remedial Legislation**

THE California Van Owners' Association has been organized as a State-wide group, comprising "independent" warehouse, transfer and trucking companies, which plans to petition California's Governor and General Assembly to remedy conditions affecting motor truck operators.

At a meeting in Los Angeles on Oct. 14 a petition was circulated for signatures. This memorial requests that the State automobile stage and truck transportation Act be so amended "as to insure equal rights to all truck operators throughout the State." The petition declares:

"That the right of private contract motor truck operators, either large or

small, to make a living without harassment and oppression on the part of any group of citizens or corporations is granted by the Constitution of the United States and the State of California, and any law in force permitting of such oppression is not only unfair and unjust, but imputes discrimination, which is repugnant to justice and fair dealing."

W. A. Barnes, president of the Yellowoway Freight Forwarding & Shipping Co., Ltd., Los Angeles, is president of the new association. The vice-president is Merle E. Turner, of the Turner Moving & Storage Co., Los Angeles. The secretary-treasurer is A. E. Weitzman. The directors include Robert F. Palmateer, president of the Fidelity Van & Storage Co., Los Angeles; Ralph L. Walker, owner of the Walker Van & Storage Co., Los Angeles, and William Carpenter, owner of the Argonne Fireproof Storage Co., Los Angeles.

The organization claims to have 200 members.

—S. A. Lewis.

**Pennsylvania Highway Users  
Organize a State Division  
of the National Conference**

RECENT formation of the Highway Users' Conference, Pennsylvania Division, of which Harold S. Shertz, Philadelphia, is director, has considerable interest for warehousemen, as well as for other operators of trucks and for shippers using the highways of the Keystone State. It is expected that within a short time a tentative representative of the Pennsylvania Furniture Warehousemen's Association will be appointed to the Conference and that at the February board meeting a regular representative will be selected.

The Pennsylvania Division of the Conference is a defensive-aggressive group of industrial, commercial and agricultural users of the highways by whose action it is hoped to halt attacks, whether outright or insidious, by steam railroads, designed to "regulate" and tax the motor truck off the roads. This body is affiliated with the Highway Users' Conference of national scope; has the moral support of the Pennsylvania Motor Truck Association, Inc., in both the Philadelphia and Pittsburgh chapters, and of various automotive organizations, as well as numbering in its representation manufacturers, distributors and dealers in trucks and passenger cars, in addition to almost every type of rural, industrial and commercial shippers-by-highway; the petroleum industries, both refining and retail, and garage and service station operators.

With such a membership, the Highway Users' Conference, Pennsylvania Division, which is preparing for a State-wide meeting in the near future, feels it will be well prepared to match its man-power for influence and votes with that of the railroads, which recently have been particularly active in Philadelphia in organization work, evidently to check the motor truck. Editorials in some of the

Philadelphia newspapers and many writers of "letters from the people" are palpably on the side of the steam railroads and constantly attack the motor truck as being a menace to the business of the rails.

The Highway Users' Conference, national body, consists of organizations concerned about the nation-wide drive for increased motor vehicle taxation and restrictive legislation instigated by the railroads. The governing board represents the great farm, retail and shipping interests; the press; automotive and petroleum industries, and others interested in the use of the highways. The Conference platform follows:

1. Owners and operators of motor vehicles should pay their proper share of cost and upkeep of highways.

2. Reasonable requirements of operation to safeguard against personal injury, property damage and damage to highways should be required of all highway users.

3. No highway user who has not met reasonable requirements of taxation and operation should be subjected to further special taxation or restrictions of physical use which would result in unwarranted increase in the cost of using the highways.

4. Special taxes and fees imposed, directly or indirectly, for use of highways should not be diverted to other uses.

5. Uniform and reciprocal programs for taxation and regulation of interstate movement of vehicles should be developed among the States.

The Pennsylvania Division calls attention to the fact that the nation-wide campaign to restrict use of highways is approaching its climax and that in more than forty Legislatures this coming winter efforts will be made to drive off the road, by excessive taxation or unreasonable legislation, a large share of commercial vehicles, on the ground that their competition harms the railroads. The highway users object to "regulation that is hostile; to regulation by their enemies; to regulation which under pretense of serving public interest really aims to destroy the highways as a commercial and industrial facility." Only a few decades ago, the railroads fought tooth and nail against every effort at public control. Highway users, however, realize that regulation of operations on highways is both reasonable and unavoidable. It can be shown that the highway system, year after year, has been built out of its own current revenues, gasoline and motor license fees paying the bills. Arrayed against these are the railroads' vast subsidies and unpaid debts. The limited highway bond issues are virtually all carried by special motor vehicle taxes and the State roads that carry commercial traffic are easily paying their way therefrom. And now the steam railroads ask the public to consent to the hampering of a self-supporting system for no good and sufficient reason.

—K. H. Lansina.

**Frank R. Palmateer  
Dies from Injuries  
in Motor Car Crash**

FRANK R. PALMATEER, former president of the Fidelity Van & Storage Co., Los Angeles, and a past regional vice-president of the National Furniture Warehousemen's Association and a past president of the California Van & Storage Association when the latter was known as the Pacific Coast Furniture Warehousemen's Association, died in the Hollywood Hospital on Sept. 16 after being injured in an automobile collision on the same day.

A car emerging from a side street crashed into the one being driven by Mr. Palmateer, overturning it. Mrs. Palmateer sustained less serious injuries.

Mr. Palmateer, who was 64 years old,

**Frank R. Palmateer**



Veteran Los Angeles storage executive mortally injured in automobile accident

started in the warehouse business with the Bekins Omaha Van & Storage Co., Omaha, Neb., remaining with the organization until 1903. Two years later he removed to Los Angeles, again becoming identified with Bekins interests, being general manager at the time he resigned in 1918, when he purchased the Fidelity Storage & Moving Co., now the Fidelity Van & Storage Co., from F. F. Hedden. Mr. Palmateer conducted the Fidelity until 1930, when, owing to failing health, he retired from business actively. He turned the management of the company over to a son, Robert F. Palmateer, the firm's president and manager today.

Mr. Palmateer was a member of the Elks, the Optimist Club, on the board of control of the Los Angeles Exchange Clubs, and belonged to the Fox Hills Country Club. He is survived by his widow and two sons. The Palmateer residence is at 2501 North Vermont Ave.

Burial was in Inglewood Cemetery on Sept. 21, with members of the Los Angeles Warehousemen's Association acting as pall bearers.

**Position Wanted**

DU<sup>E</sup> to economic reasons I am leaving Hartford Despatch & Warehouse Co., on Nov. 16, where I have served for a year and a half as manager of Bridgeport warehouse. Before that, associated with Atlas Storage Warehouse Co. and The Powelton Co., Philadelphia, for 3 years, and prior to that was manager of New York office of Big 4 Transfer Co., by which was employed 5 years.

Would appreciate personal interview. Best of references.

L. F. McCarty, care of Hartford Despatch & Warehouse Co., 1337 Seaview Avenue, Bridgeport, Conn.

**Death Removes  
W. B. Hibbert**

Warren B. Hibbert, manager and operating executive of the Metropolitan Storage Warehouse Co., Cambridge, Mass., since 1921, died on Oct. 4, at the age of 57, at his summer residence in Phipps, Me.

Widely known in household goods warehousing and a former member of the National Furniture Warehousemen's Association, Mr. Hibbert had been with the Metropolitan two decades and prior to that period was with the Boston Storage Warehouse Co., Boston. At the time of his death he belonged to the Massachusetts Warehousemen's Association. He was a director of the Reciprocity League of Boston, a member of the Square and Compass Club, Boston, and a member of Bethesda Lodge (Brighton, Mass.) of the Masons. He was a resident of Brighton.

Mr. Hibbert is survived by his widow and a daughter, Miss Elizabeth Hibbert.

**W. R. Murray Dies**

William R. Murray, 21 years old, son of W. E. Murray, president of the Murray Storage & Transfer Co., Kansas City, Mo., was found dead on Sept. 20 in a cabin at Urban Lake, near Liberty, Mo. The son had been in his father's employ since being graduated from a military school in 1930.

**New Memphis Firm**

W. M. Farabee, operator of the Farabee Hay & Grain Co. and Memphis distributor for the Reliance Bagging Co., heads interests which have opened a merchandise storage and distributing business under the title Southern Bonded Warehouse Co. at 455-461 South Front Street, Memphis.

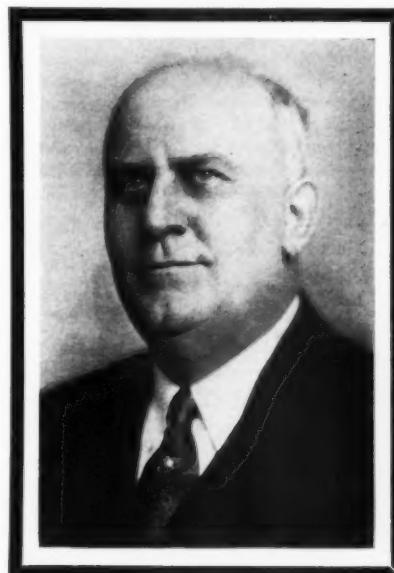
The structure, formerly occupied by the Clarence Saunders Corp., is situated adjacent to railroad freight houses in the heart of the city's wholesale district.

**Fred Long Dies, Aged 53;  
St. Louis Executive Was a  
Past A.W.A. Division Head**

M ERCHANDISE warehousing lost one of its outstanding national figures when Fred R. Long, manager of the S. N. Long Warehouse, St. Louis, a past president of the merchandise division of the American Warehousemen's Association, and a past president of Distribution Service, Inc., died on Oct. 5 in the Illinois Central Hospital, Chicago, after an illness of several weeks.

While on his vacation in September at Lake Geneva, Wis., Mr. Long was stricken, and physicians at the beginning diagnosed his ailment as a throat infection. Subsequently he contracted a touch of pneumonia, and complications of the

**Fred R. Long**



St. Louis warehouseman who died in Chicago hospital on October 5 at age of fifty-three

heart set in. At the hospital in Chicago he was attended by five heart specialists.

One of the industry's best beloved, and most colorful yet dignified characters, Fred Long knew and understood warehouse problems through many years of active association and study. Up to last January he served several terms as the A. W. A. merchandise division's chief executive officer, and delegates who attended the American's Detroit convention this year will recall his tact in handling the difficult session at which the railroad storage situation was discussed.

Mr. Long was born on April 16, 1879, in Winchester, Ohio, son of Mr. and Mrs. S. N. Long. His aged father, who lives to survive the son, founded the Long organization in St. Louis in 1903. Fred Long had been educated in St. Louis public schools and the Cleveland High School in that city.

The death of his mother when he was sixteen years old was remembered as the boy's first tragedy in life. He found himself turning for maternal influence

to his aunts, Miss Mary B. Havens, Miss Eva Long, Mrs. J. Moody and Mrs. William R. Long, all of whom survive him. By them was his character developed, and his knowledge of the Holy Bible was familiar among his friends and business associates. In his prepared papers and extemporaneous talks at warehouse conventions he frequently alluded to Bible passages to illustrate his meanings.

On June 4, 1902, Mr. Long was married to Miss Mary Elizabeth Fenton, youngest daughter of the late L. J. Fenton, of Winchester, Ohio. At that time Mr. Long was in the hardware and lumber business in Joplin, Mo. In 1904 he returned to St. Louis and became manager of his father's warehouse business. He took an intensely sincere interest in his new vocation and his opinions were sought at conventions and in private; and, living as he did for the advancement of his industry, he never thought of retaining "trade secrets" but made his plans and ideas fruitful to the industry in general. He was a member of the Missouri Warehousemen's Association.

Strictly speaking, Mr. Long was an optimist. His natural and easy good cheer was like an effervescent spring, and logically his acquaintanceships grew into lasting friendships.

#### In Civic Life

When not devoting his time and energy to warehousing he turned to church and civic and social activities, and here too he found a host of friends. He did not forget his youth, and possibly it was his remembrance of losing his own mother so early that prompted him in later years to give attention to boys' welfare work; he was a member of the boys' committee of the St. Louis Young Men's Christian Association, and as an active member of the Optimists' Club that society named him chairman of the boys' work committee.

Mr. Long was an active member of the Union Methodist Episcopal Church of St. Louis and served as president of the board of trustees. He carried on rehabilitation work among private and unorganized charities and organized relief drives such as the Community Fund. He had served as president of the St. Louis City Evangelization Union. For a quarter-century he was superintendent of the Sunday School of his neighborhood church. Presiding at warehousing conventions, he never failed to ask a blessing at the opening session.

Besides his wife and father and aunts, Mr. Long is survived by two sons, Wilbur F. Long, the warehouse company's assistant manager, who is now carrying on the direction of the business, and Donald H. Long, a high school student, and by a granddaughter, Janet.

Funeral services were held from the Union Methodist Episcopal Church in St. Louis on Oct. 7. Burial was in the Oak Grove Mausoleum.

#### Mrs. R. R. Johnson Passes

Mrs. Roberta R. Johnson, wife of Robert R. Johnson, president and manager of the Johnson Transfer & Fuel Co., Bloomington, Ill., died on Sept. 2. She was 72 years old.

**When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.**

#### Gedert Secretary in Detroit

John J. Gedert, new secretary of the Detroit Furniture Warehousemen's Association, has established offices at the Tanner Fireproof Warehouses, 2510 Third Street. The arrangement gives the association a full time executive. Mr. Gedert succeeds Robert W. Greenman, proprietor of the Sprague Storage & Moving Co.

—H. F. Reeves.

#### This Paris Firm Got the Jobs Although It Quoted Higher Prices

**O**PINION comes from Paris that "even in this time of crisis it is not so much the firm which makes the lowest price which obtains the job, but the one which can give good services and obtain the confidence of the client."

The executive here quoted is R. Viejo, manager of the American Department of Bedel & Cie, a French household goods storage firm. As illustrative of his reasoning, M. Viejo cites two recent instances:

1. "A few days ago we happened to hear of a gentleman who was about to remove from Paris to Toulouse, a town in the south of France. We wrote, offering our services. On receipt of our letter he asked us to call, and we did, and there we found he had applied to several removals firms for an estimate and that he had made up his mind in favor of a certain one.

"But before passing the order he wanted to have our estimate, which we gave him, and then found that we were just 30 per cent higher than the firm he had decided to use, and which was already the dearest of the lot.

"But we succeeded in securing the job, which we are doing now, because of the services we could offer in the way of cabinet makers, upholsterers and experienced packers—which the other firms could not offer.

"It is interesting to say that the difference was a matter of 10,000 francs, this being a very important job."

2. "Yesterday we got a removal for New York. There also we found that the owner of the furniture had applied to another firm and that we were also rather higher in price.

"But, still, we got the job—because we had succeeded in giving the customer confidence and because he happened to know of one of the parties whose letters had been inserted in one of our folders."

Quoting again M. Viejo's philosophy, but this time in italics:

*"Even in this time of crisis, it is not so much the firm which makes the lowest price which obtains the job, but the one which can give good services and obtain the confidence of the customer."*

#### Crotsley Is Now Manager of the Starrett-Lehigh Building, New York City

**D.** R. CROTSLEY has resigned as vice-president of the Lehigh Warehouse & Transportation Co., Newark, N. J., and has been appointed manager of the eighteen-story Starrett-Lehigh Building, a railroad terminal structure covering the block bounded by West 26th and 27th Streets and 11th and 13th Avenues, New York City.

Prior to joining the Newark organization Mr. Crotsley was connected with

#### D. R. Crotsley



Newly-appointed manager of the Starrett-Lehigh terminal warehouse business in New York

the Lehigh Valley, Northern Pacific and Central Vermont railroads in various capacities and is widely known in the transportation world.

Mr. Crotsley is a past president of the New Jersey Merchandise Warehousemen's Association and a past president of the Newark Traffic Club, and is now general secretary of the Atlantic States Shippers' Advisory Board.

#### Cost of Tobacco Grading Transferred to Warehouses

**DISTRIBUTION AND WAREHOUSING'S**  
Washington Bureau,  
1157 National Press Building.

**WAREHOUSEMEN** in important Virginia tobacco markets will stand the cost of Federal grading service on tobacco sales, according to arrangements just completed by the Agriculture Department.

Federal-State grading service on all tobacco offerings will be furnished at Lynchburg, Farmville and Blackstone when those markets reopen in November. The plan is similar to that introduced last year at Paducah and Murray, Ky., and Clarksville and Gallatin, Tenn., which proved successful and received hearty endorsement from growers.

### Trunk Line Store-Door Service Again Deferred by Carriers as Protests Are Filed With I.C.C.

DISTRIBUTION AND WAREHOUSING'S Washington Bureau,  
1157 National Press Building

STORE-DOOR pick-up and delivery service by the railroads serving New York was still some distance from being an accomplished fact as this November issue went to press. Just how far away it was remained to be seen, though there were some indications that the whole situation would be aired in an investigation and suspension proceeding before the Interstate Commerce Commission.

The effective date of the Curlett tariff providing the "C. & D. service" was voluntarily postponed by the carriers from Oct. 17 to Nov. 17 after the Commission's Section of Tariffs had written a long letter of criticism of the tariff, outlining parts which did not comply with the Commission's rules.

Several conferences had been held between Agent Curlett and other carrier representatives and representatives of the Commission at the time this was written, with still further conferences in prospect. As a result of these conferences and the tariff division's criticism of the tariff, it was expected that Curlett would file an amended tariff correcting the rule violations found.

The principal difficulty, it was said, was in defining the two-mile limits within which pick-up and delivery service would be performed. There were, however, numerous other deficiencies in the tariff.

Voluntary postponement of the tariff's effective date does not mean acceptance of the amended tariff when filed with the Commission. The new issue will be subject to suspension, and if it is not satisfactory to those who protested against the original issue, and they renew their protests, it is entirely possible that the Commission will suspend and investigate the carriers' proposal.

In the October issue of *Distribution and Warehousing* (page 42) a résumé of the protest filed by the Bush Terminal Co. was given. Since that was written additional protests were filed against the Curlett issue. These were made by the Merchant Truckmen's Bureau of New York, the New York Dock Railway, Brooklyn Eastern District Terminal, and the Jay Street Terminal. The Bush Terminal Railroad Co. also joined the protest of the New York Dock Railway, et al.

Claiming to represent truckmen owning and operating approximately 14,000 motor trucks in the New York metropolitan area, the Merchant Truckmen's Bureau declared the railroad proposal "is not inspired by any genuineness of desire to institute real store-door receipt and delivery service, but that on the contrary it grows out of intense rivalries between individual railroads in New York to invade the terminal territories of each other." Also:

"It is not claimed by such railroads that any economies to themselves would be produced by the project or that the

### STORE-DOOR DELIVERY

public would be any better or less expensively served than it is now."

Their protest was made by Thomas F. Barry, executive secretary.

The truckmen pointed out that each of the railroads involved intends to "make exclusive contracts with such truckman or truckmen as it pleases to serve as railroad agents in the performance of such transportation beyond the freight stations."

This would result in creation of either of these situations, the truckmen said:

1. The new operations would constitute extensions of railroad lines in violation of section 1 of the interstate commerce Act; or,

2. If it did not result in extensions, but in a new service other than that of a common carrier, the railroads would have no right to engage in it at all.

"In other words, the function of a railroad is to operate as a railroad," Mr. Barry said. "It may not take over the functions of other legitimate industries and by exclusive agency contracts create

### Position Wanted

BY young married man who has had 14 years' warehousing experience—6 years as manager of merchandise warehouse in Chicago and 8 years of solicitation in Chicago and New York.

Prefers connection in Middle West. Unqualified references.

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a virtual monopoly to itself. On the other hand, if this proposed receipt and delivery of freight at the places of business of shippers instead of freight stations or on the rails be regarded as a legitimate performance of railroad operation, than it must constitute an extension of line of railroad in violation of section 1 of the Act unless certificates of convenience and necessity are obtained."

Mr. Barry said the truckmen did not claim that the project would be unlawful merely because of damage to members of his organization.

"On the other hand," he said, "protestant does claim that the great losses which its members would sustain must justify the Commission in closely examining the legality of the railroad project so that protestant members may not be the victims of unlawful railroad practices."

"It has never been considered in this country an essential function of railroads to receive and deliver freight away from their stations. Such function has always belonged to that of shippers and private cartmen and truckers. It cannot suddenly have become a railroad function nor at one or two places alone such

(Continued on page 47)

### N. Y. Port Terminals Press Their Court Fight Against Carriers' Store-Door Plan

THE statutory suit for injunction by two New York port area terminal railroads and two other parties in interest which are terminal warehousing concerns in that district, to halt attempts by the Pennsylvania Railroad Co. and other eastern trunk line railroad companies to put into operation store-door pick-up and delivery of freight by motor trucks in the boroughs of Manhattan, Brooklyn and Queen, was reopened on Oct. 7 in the United States District Court of Appeals, Philadelphia.

Counsel for the appellants—New York Dock Railway, Bush Terminal Railroad Co., Brooklyn Eastern District Terminal, and Jay Street Terminal (Brooklyn)—on that date presented to Circuit Judges Woolley, Davis and Thompson an appeal from the denial, by U. S. District Judge George A. Welsh, of a preliminary injunction recently sought against the Pennsylvania Railroad, as reported in the September *Distribution and Warehousing*.

Judge Welsh had also dismissed the terminal companies' bill of complaint. On Sept. 12, the U. S. Circuit Court in Philadelphia denied the complainants' petition for a stay of all proceedings of the Pennsylvania Railroad Co., in its plan to establish the consignee-consignor motorized service, pending outcome of appeal, and the Pennsylvania and other trunk line carriers in the mentioned area filed their tariffs with the Interstate Commerce Commission, as well as advancing materially the steps to make motorized pick-ups and deliveries of both carload and less-than-carload shipments in the New York metropolitan district within a radius of two miles from the railroad stations in the area.

In presenting their briefs before the Appellate Court on Oct. 7, Charles E. Cotterill and John F. Finerty, of counsel for the appellants, brought out sharply the contention that, inasmuch as the Pennsylvania Railroad is, under its plan extending its already established line of railroad and abandoning existing marine operations, for both of which steps it neglected to apply for and receive from the Interstate Commerce Commission a certificate of public convenience and necessity; and inasmuch as it now threatens the "invasion of new territory" by motor trucks between the New Jersey waterfront and the places of business of shippers and consignees far in the interiors of the boroughs of New York City without certificate, these proposed operations are clearly unlawful, as well as destructive to the appellants' business.

In their arguments, counsel for appellants emphasized that "the railroads may not lawfully escape the requirements of the Interstate Commerce Commission by inventing the use of motor trucks wherever the purpose to be accomplished would otherwise be unlawful." They also brought out that the two terminal railway complainants were

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**Boston Base Leased to Private Interests; Harvey C. Miller to Be Associated With Operation**

DISTRIBUTION AND WAREHOUSING'S Washington Bureau,  
1157 National Press Building.

**YIELDING**, to wishes of the Boston Port Authority and defying Massachusetts warehouse interests, the United States Shipping Board has turned over operation of the Boston Army Base terminal properties to private interests for a period of five years.

The successful bidder on the proposition is Gerrit Fort, representing a Boston group which announced a corporation would be formed for the exclusive purpose of managing the property. Mr. Fort's offer, guaranteeing a minimum rental to the Government, was 20 per cent of the gross receipts.

Merchant Fleet Corporation and Shipping Board executives were rather surprised that only three proposals were submitted, despite the attitude of the Massachusetts warehousemen toward the plan to cease Government operation of the terminal, but declared the offers received all were satisfactory.

Private operation of the property was proposed by the Boston Port Authority on the ground that Government operation was holding back development of the port; and was strenuously opposed by Bay State warehousemen who contended that lease of the pier to private operators would result in unfair competition because private operators with relatively low overhead would be in an unduly advantageous position in regard to a low scale of charges.

Associated with Mr. Fort will be Harvey C. Miller, Philadelphia, former operator of the base under the title of Boston Tidewater Terminal Co., but others interested in the new corporation have not been identified here.

Unsuccessful bidders were Meyer H. Slobodkin, bidding for William J. McDonald; and the A. W. Perry Corp.

No bid was received from Wiggin Terminals, Inc., Boston, although at a hearing last spring H. H. Wiggins, the president, announced he would bid in self-defense if the property were to be turned over to private operators.

Mr. Slobodkin's proposal involved a sliding scale of returns, with a guaranteed minimum of \$22,650. The offer called for payment of 26 per cent of receipts up to \$100,000; 27.5 per cent from \$100,000 to \$150,000; and 30 per cent over \$150,000. The Perry bid was 15 per cent of gross receipts, with a guaranteed minimum of \$15,000.

Bond of \$50,000 was required by the Board for the term of the lease, which runs from Oct. 15, 1932 to Dec. 31, 1937.

Warehousemen have favored continuation of Government operation because a considerable part of the space is used for Farm Board wool stocks; railroad rates and practices are being revised in the Interstate Commerce Commission Ex Parte 104, Part 6, investigation; and business prospects continue uncertain.

Boston Port Authority spokesmen have criticized the Shipping Board in outspoken fashion, claiming that the port was at a disadvantage because the Shipping Board could not solicit business for Boston in competition with other ports because of its varied interests. Several months ago Richard Parkhurst, vice-chairman of the Port Authority, wrote Chairman T. V. O'Connor protesting against Government operation on the ground that Boston "has received very little consideration" from the Government agency and declaring that "business has been done on a catch-as-catch-can basis."

Placing of the Boston Army property in the hands of private operators, the Port Authority has maintained for a long period, would put Boston on an equal footing with ports of Brooklyn, Philadelphia, and Norfolk, where similar terminals are leased to private commercial interests.

—W. B. F.

**Position Wanted**

A HOUSEHOLD goods storage department will bring you out of the depression.

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**Survey by Detroit "News"  
Shows Business Increase  
in Local Warehouse Field**

A CURRENT survey of Detroit warehouses, conducted by the commercial department of the Detroit News, indicates a business increase during the past two or three months. In no individual case was a decline reported, while several companies reported actual increases.

The Central Detroit Warehouse Co. reported net gains from month to month; while the Grand Trunk Railway Terminal & Cold Storage Co., with a commercial class of business, reported periodic gains for several months, with month by month figures higher than those for 1931.

Another hopeful sign was commented on by T. G. Hewson, manager of the Federal Warehouse Co., in the number of calls and inquiries concerning business from prospective customers. While in this firm and elsewhere, business has remained rather static, the inquiries received show a large field of customers just on the fringe of using warehouse service. Careful shopping on the part of the warehouse-using public is another clear factor in the present situation.

**Boston Army Base Will Be Operated as One of the "Tidewater" Group**

THE Gerrit Fort group which obtained the lease of the Boston Army Base from the United States Shipping Board, as outlined in Washington correspondence elsewhere on this page, took possession on Oct. 15.

At an organization meeting on Oct. 10 Gerrit Fort was elected chairman of the board; Harvey C. Miller of Philadelphia, president, and Robert G. Stone, of Hayden Stone & Co., treasurer. They, together with Charles E. Spencer, vice-president of the First National Bank of Boston, and Capt. Eugene E. O'Donnell, president of the Eastern Steamship Company, comprise the board of directors. Leo J. Coughlin was selected as general manager of the terminal.

Mr. Fort was formerly president of the Raymond & Whitcomb tourist corporation and vice-president of the Boston & Maine Railroad. He is chairman of the Maritime Association and a director of the Boston Chamber of Commerce.

Mr. Miller, to whom the physical operation of the Army Base will be entrusted, is a nationally known and experienced warehouseman, president of the Tidewater Terminals, and operates warehouses at Philadelphia, Buffalo, Norfolk and New York City.

Mr. Coughlin is experienced in steamship and terminal business and was formerly Boston agent of the Southern Steamship Company.

The concern is to be known as the Boston Tidewater Terminal, Inc., to give the city the benefit of the national advertising of the corporation operating the other Atlantic coast terminals. Mr. Fort said that as an ocean terminal, owned by the Government and privately operated, the Base can be used legitimately only as a water terminal and cannot be operated in competition with private warehouses. No commodities will be stored on the premises except in transit, and excepting also new business under new conditions.

The new company has the approval of the Massachusetts Warehousemen's Association, whose members feel that the matter of non-competition with private warehouses can be safely left to the company because of the personnel of the board of directors.

Mr. Miller is well known in Boston from his previous connection with the property. Head of the Tidewater Terminals, he obtained a lease of the Army Base from 1923 to 1928 and operated it in prosperous times in cooperation with the warehousemen of Boston. At the expiration of the lease and after competitive bidding the Shipping Board awarded the new lease to the Bay State Shipping Company, the highest bidder. Within about two years the Bay State company gave up the operation and since then the Shipping Board has conducted the business. On account of Mr. Miller's success with the Army bases at Philadelphia, Norfolk and New York and his familiarity with conditions at Boston, the

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## Trunk Line Store-Door Service Again Deferred by Carriers as Protests Are Filed With I.C.C.

(Continued from page 45)

as New York and New Jersey. If any such railroad duty exists it would exist everywhere and on all descriptions of traffic at the same time."

The New York Dock Railway protest was filed by Charles E. Cotterill and John F. Finerty, attorneys.

The trunk line carriers' plan "falls far short of the previously indicated views of the Commission" as to store-door delivery, the Cotterill-Finerty protest said, and "contains many objectionable features."

"These protestants at no time in the past have occupied, nor at the present time do they occupy, the position of mere objectors to a meritorious project of store-door delivery which would be in the public interest and of assistance to railroads in meeting competitive problems," the terminal railroads said.

"These protestants, on the contrary, wish to take their proper part in the formulation of sound ideas respecting changes in the New York terminal situation along lines which are conducive to the public interest and in the interest of railroad carriers and terminal agencies.

"They find in the pending project, however, a lack of such proper elements and on the contrary needless destruction of large existing investments without the substitution of other arrangements of a proper character.

"In short, these protestants deem the project grounded upon entirely different considerations than 'store-door delivery' and possessing inherent characteristics that are in violation of the interstate commerce Act and contrary to sound economy."

The terminals allege also that the tariff involved projected extensions of lines of the carriers, without application having been filed with the Commission for certificates of public convenience and necessity, and for which no such certificates have been issued.

The allegation that the trunk lines' real purpose in filing the tariff is to "provide for retaliatory invasion of each other's local territory by the carriers parties thereto" also is made by the terminals. To quote:

"This is apparent from the fact that the store-door delivery service offered by the protested tariff is not confined to hauls to or from territory within which there is actual trucking competition nor to commodities susceptible to trucking competition but applies to and from all points in the United States including transcontinental points where there is no trucking competition and applies on many commodities in connection with which there is no such possibility."

"Furthermore, the store-door delivery service being published at only one end of the railroad transportation inevitably involves the possibility of discrimination and undue prejudice against com-

## STORE-DOOR DELIVERY

munities to which no such service is proposed."

Failure of the trunk lines to provide for a single trucking agency through which the "C. & D. service" will be handled "involves strong probabilities of discriminations as between shippers and various classes of traffic through the trucking concerns employed by the respective carriers acting as soliciting agents for their principals," the protest declared.

"In addition, the employment of numerous trucking agencies would render this Commission practically powerless to police the proper application of the services and published rates or to insure that even if the published rates be technically observed such trucking companies do not render services beyond those provided by the tariff or give concessions on other traffic," the petition continued.

"The protested tariff is intentionally evasive in failing to define the manner in which the transportation between the carriers' rail heads and the present waterfront stations of the carriers in Brooklyn, Manhattan and Queens shall be accomplished. Consistent with those tariffs the carriers may employ the same trucking companies to perform the service between the rail heads and their present stations in Manhattan, Brooklyn, and Queens as they employ to effect store-door delivery beyond those stations.

"In fact the Pennsylvania [Railroad Co.] in the injunction proceeding referred to [before Judge George A. Welsh in the United States District Court at Philadelphia] specifically advised the Court that it and other New York lines reserved the right to perform the services to and from the New Jersey rail heads by truck, and protestants are reliably advised that the carriers as a whole intend to perform a large part of, if not the entire, service between the rail heads and the present stations in Manhattan, Brooklyn and Queens in this manner.

"The protested tariff fails to specify or negative this intention of the carriers to perform the transportation between their railroads and their present stations by truck. Even more important, however, that tariff fails to provide what allowances the carriers might make to the trucking companies for services between rail heads and present stations of those carriers in Manhattan, Brooklyn and Queens.

"This involves not only the possibility, but in view of past history, the practical certainty, that payment of trucking allowances by the carriers, whether or not such allowances be excessive, will put their individual truckmen in position to accord shippers and consignees concessions in the way of additional services or reduced charges on other traffic as a means of soliciting competitive business.

"In saying this it is not meant that the rail carriers themselves would not require collection of the store-door charge and retention thereof by rail lines, but that the carriers will be unable to police effectively the conduct of the

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## N. Y. Port Terminals Press Their Court Action Against Carriers' Store-Door Plan

(Continued from page 45)

forced into the tariff under protest, due to the competitive situation which would have been created had they not joined in filing their tariffs, especially so as they had already applied for their certificates from the Interstate Commerce Commission.

The applicants' position before the Appellate Court is summarized as follows:

1. That whereas, now, through transportation of freight by the Pennsylvania Railroad to and from New York City is limited to designated places along the waterfronts of certain of the boroughs, that carrier now threatens to project such through railroad common carrier transportation throughout the interiors of the boroughs of New York City by means of motor truck facilities to be operated between the New Jersey waterfront and such places throughout these New York City boroughs.

2. That in addition to the invasion of such "new territory," the project of the Pennsylvania Railroad would be destructive of the investment and established businesses of the complainants, two of whom (New York Dock Railway and Bush Terminal Railroad Co.) are railroad common carriers subject to the interstate commerce Act. Furthermore, such project, including the feature of abandonment of existing marine operations, constitutes a very extensive alteration of terminal railroad operations. Therefore, by reason of the threatened invasion of new territory and injury to the complainant "parties in interest" and the extensive alterations of railroad terminal operations involved, the projects come within the prohibitions of the statute against "extensions of lines," engagement in "transportation . . . by means of such additional or extended lines of railroad" and the abandonment of the "operation" of lines of railway, all as made unlawful unless and until the Pennsylvania Railroad shall have sought and obtained from the Interstate Commerce Commission a certificate of public convenience and necessity.

3. That the intended use of motor vehicles between New Jersey and New York does not exempt the project from the terms, or scheme of the statute.

4. That the remedy of the injunction provided in Paragraph 20 of Section 1 of the interstate commerce Act is exclusive; the Interstate Commerce Commission has no primary jurisdiction in view of the filing of this bill, and injunction issues as a matter of right under the circumstances.

5. That the Court below erred in dismissing the bill; it erred in denying preliminary injunction pending answer and hearing and it erred in grounding dismissal of the bill upon the policy consideration that, somehow or other, it would be competent for the Interstate

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**Chamber Committee Presents  
Seven Recommendations for  
Ending Federal Competition**

DISTRIBUTION AND WAREHOUSING'S  
Washington Bureau,  
1157 National Press Building.

THE special committee of the Chamber of Commerce of the United States appointed to investigate Government competition with private business, in its report reviewed on page 48 of the October *Distribution and Warehousing*, set forth seven principles which, it asserted, should be followed in a comprehensive program for getting the Government out of business.

The seven specific principles as defined by the committee are as follows:

1. The Federal Government should not engage in any form of business or service except for purposes limited to those clearly necessary in the proper administration of Governmental functions which are pursuant to the provisions of the Constitution.

2. If under any circumstances the Government engages in any form of activity in competition with private enterprise, or in substitution for private enterprise, it has an obligation to ascertain exactly and completely the true costs and make them promptly and readily available to all members of the public.

3. Every Government agency engaged in activities in competition with private enterprise, as well as every other agency dealing with private enterprise, should be required to refrain from every form of unfair competition and unfair practice.

4. Grants of public money, whether as gifts or as loans and regardless of the conditions attached to particular forms of business enterprise, or for the special advantage of particular forms of business enterprise in their competition with other lawful forms, cause unfair damage to private citizens in their lawful pursuits, and this damage cannot be offset either by pretended or realized benefits to other citizens or classes of citizens.

5. Under pressure of emergency conditions legislation should not be enacted initiating functions on a permanent basis involving, or tending to involve, competition with business activities in any field.

6. The Government's employment of personnel for functions not directly Governmental should be limited to persons technically qualified to make specifications as to services, goods and construction needed for the Government's purposes, determine impartially and expertly which tenders of private citizens should be accepted to supply the Government in accordance with such specifications, and inspect the performance of such contracts to ascertain if in fact they have been properly fulfilled.

7. Every association of business men and every other field of interest that had sought activities upon its behalf, not in themselves properly Governmental in nature, should withdraw its advocacy and

support and itself should at its own cost provide for such of these activities as are warranted.

"The Government's operations can be and are carried on without regard to the elements of profit or loss, which are unavoidable factors in private business," the report says. "The Government can, and does, furnish the funds which are employed, largely from taxation, without requiring or expecting payment of interest, let alone dividends, out of business.

"Public property used by the Government in business is free from any burden of Federal taxation and is removed from taxation by the State, county and town in which it is situated. Allowances for depreciation are usually disregarded.

"It is obvious, therefore, that in any field of business in which the Government chooses to enter, private business will be proportionately eliminated—not by reason of the relative merits of the two forms, but because of the unfair advantages received by the former. In principle, unless our people are prepared, in a given field, be it broad or narrow, to have the Government do all the business, they should not permit the Government to enter that field at all, except in the case of national emergency, and then for the duration only of that emergency."

—Stephens Rippey.

**Boston Army Base Will  
Be Operated as One of  
the "Tidewater" Group**

(Concluded from page 46)

Boston group decided to tie up with that system by placing the Boston Army Base under the same general management.

It is definitely understood between Mr. Miller and the Boston group that he is not to be concerned with the policy of operation here. The Boston organization, representing Boston capital, will dictate the policy so that the management will be free to compete with Philadelphia, Norfolk and New York for business.

Mayor James M. Curley, the Boston Port Authority and the Maritime Association of the Boston Chamber of Commerce have advocated for some time the use of the Boston Army Base under the present arrangement. The lease is only for five years, and while the business situation does not favor immediate expansion, operation can be carried on without large financing and an extension of the lease may not be difficult at the expiration of the term.

The new company intends to operate this tax-free Government property to develop all possible business for the Port of Boston.

**Baltimore Blaze**

Approximately 5,000,000 bags of sugar were destroyed and several firemen were injured when a six-alarm fire swept a warehouse on Pier 7 of the Canton Co. of Baltimore on Oct. 15. The loss was estimated at \$300,000.

**Protest Against Federal Tax  
on Electrical Energy Is Made  
to Government by Warehousing**

WAREHOUSING has formally protested to the Government against the ruling by the Bureau of Internal Revenue that handling operations of warehouses and cold storage plants are commercial and that electricity used in those operations is subject to the Federal tax of 3 per cent of its cost, under the Revenue Act of 1932.

A group of the industry's executives conferred with P. R. Baldridge, the Bureau's deputy commissioner, at Washington on Oct. 17. Warehousing's spokesmen made clear their position that electrical energy consumed in storage plants is for industrial, and not commercial, purposes. The Act says that energy is taxable only when used for domestic or commercial purposes.

The Bureau took the protests under advisement for decision later.

The warehouse group which went to Washington included Vallee O. Appel, Chicago, president of the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association); J. R. Shoemaker, Elmira, N. Y., vice-president of the Association of Refrigerated Warehouses and president of the New York State Association of Refrigerated Warehouses; John J. Hickey, legal counsel for the Warehousemen's Protective Committee, representing about 200 merchandise and cold storage plants throughout the country; Clarence A. Aspinwall, Washington, D. C., a director of the National Furniture Warehousemen's Association; and R. H. Switzler, Harry C. Lewis and N. A. Emmertz, operators of cold storage warehouse companies in St. Louis, New York and Chicago respectively.

Deputy Commissioner Baldridge contended that operation of refrigerating machinery in cold storage plants was analogous to operation of machinery in theatres for cooling air for the comfort of patrons, and pointed out that such energy in theatres was taxable. Warehousing's spokesmen denied the soundness of this analogy, declaring the operation in cold storage plants was for a different purpose—the preservation of food products, particularly the seasonal ones. Also, they emphasized, cold storage operations were virtually analogous to those in ice-manufacturing plants, the current in which is exempt from the tax.

Mr. Baldridge brought up the point that cold storage warehouses rented space, as do office buildings, and that current furnished to office structures was subject to the tax. The warehousemen replied that they were not in the business of leasing space, but sold service just as common carriers do; and that their service charges were based not on square foot or cubic foot but either per hundredweight, per package of commodity stored, being in that respect comparable with the railroads and other common carriers.

Discussion within the warehouse group,

(Concluded on page 50)

### Trunk Line Store-Door Service Again Deferred by Carriers as Protests Are Filed With I.C.C.

(Concluded from page 47)

numerous trucking agencies acting under the stress of intense competition."

The protested tariff involves a "revolutionary change" in the terminal operations of all the carriers within New York harbor, including the competition of the trunk lines with each other in new territory to which individually they have not hitherto had access, the petition said.

"This Commission should consider whether such invasion by the respective carriers of the territory of other carriers is either in the interest of the carriers as a whole or in the public interest, and in any event whether such revolutionary changes are proposed to be made in a manner which will best protect the interests of all concerned," it was said.

"Furthermore \* \* \* the protested tariff of necessity involves not only the specific proposal to establish store-door delivery in the New York metropolitan area, but will undoubtedly involve the widespread obligation of the carriers to establish store-door delivery elsewhere in order to avoid undue prejudice and discrimination against other communities."

The petition concluded by asking the Commission to exercise its powers of suspension and investigation:

"First, to determine whether the protested tariff involves extensions and abandonments of line for which certificates of convenience and necessity are required, and,

"Second, to determine, irrespective of whether certificates of convenience and necessity are required, whether such revolutionary changes in terminal operations at New York are proposed under conditions which will best safeguard the interests of the public, the trunk line carriers and the protestants, or whether in fact the protested tariff involves possibilities, if not certainties, of discriminations, rebates and wasteful and extravagant methods."

Replying to the protests through their attorney, Alfred S. Knowlton, the trunk lines asked the Commission to permit the tariff to become effective. The carriers relied largely on the "tremendous public interest" involved in the proposal and the necessity for regaining traffic lost to motor trucks.

"Each day's delay is causing irreparable damage not to be measured alone by the existing freight being hauled, but also to be measured by the tremendous quantities of freight being diverted to other forms of competition," the carriers said. "Protestants are taking a view of this tremendous problem which is so narrow as to be astounding.

"They allege that if the new service is successful it will cause an increase in unit cost of operation here or there, or it will impair some service such as the present lighterage service, and that if it is successful, it will necessitate its establishment elsewhere.

### STORE-DOOR DELIVERY

"The question before the Commission does concern the interest of the carriers as a whole; it does concern the interest of the shippers, and that interest makes the arguments of the protestants absolutely trivial. The problem before the Commission is 'Shall the carriers exist?' —not whether minor forms of operation such as lighterage performed by the carriers shall exist.

"When considered as a whole, as it must be, this service will be self-sustaining and we hope will restore and retain the traffic which has been and is now being lost. It would be a great calamity to so manacle the carriers as to impair investments, not in minor branches of the service, but their entire investments, and this is stated without admitting in the least that investments in any service would be impaired by the proposed progressive step."

As to the protestants' allegation that failure to provide a single trucking agency would involve "strong probabilities of discrimination," the carriers said the Commission should not invoke its powers of suspension "because of the possibility that someone, somewhere, sometime may violate some law, or every tariff would be suspended."

The carriers said it was significant that "a shipping community composed of millions of people is so unanimous on the project that up to this time, not a single shipper protest has been received."

"Could there be a more complete proof of the public interest?" they inquired.

As if in answer to this query, protests from shippers began to arrive at the Commission's offices. When this was written four had made their appearance, the shipper-protestants being the Remington Arms Co., Inc., New York, I. Rokeach & Sons, Brooklyn, Shrier Bros., Brooklyn, and Brooklyn Terminal Stores, Inc.

The Remington company said it protested against the tariff "because of opportunities for manipulation and discrimination which would leave all shippers in uncertainty as to rates enjoyed by competitors."

Rokeach said it was not opposed to store-door delivery in principle but "we do protest \* \* \* because of opportunities for discrimination which might result in unfair competition."

The two other protests were similar, being based on the possibility of discrimination.

—Stephens Rippey.

### Hill With Tobler Firm

Charles F. Hill, formerly traffic manager for the Western Clock Co., De Pue, Ill., has been appointed general manager, with title of vice-president, of the H. J. Tobler Storage & Transfer Co., Inc., De Pue.

### Transfer Firm Expands

The Reinhardt Transfer Co., Portsmouth, Ohio, has taken a five-year lease on the three-story brick building at 447 East Second Street, Cincinnati, and will use it as a warehouse.

### N. Y. Port Terminals Press Their Court Action Against Carriers' Store-Door Plan

(Continued from page 47)

Commerce Commission to take hold of the controversy and determine on the facts whether or not extensions or abandonments of line are involved.

6. That this Court should reverse the decree of dismissal and other issue, or direct the issuance of a preliminary injunction pending an answer and final hearing.

The assignment of errors by complainants' counsel had claimed that the "Court below" (U. S. District Court, Judge George A. Welsh presiding) had merely adopted the opinion previously rendered for that purpose and did not elect to make any special findings of fact in the real sense required.

The brief presented by Henry Wolf Bickle, general counsel for the Pennsylvania Railroad Co., appellee, contends that the establishment of accessorial service of terminal receipt and delivery of freight by motor truck does not constitute an "extension of line of railroad" of the Pennsylvania Railroad Co.; that the words of the statute show this and that any effort to make the phrase, "extension of a line of railroad," inclusive of the store-door service, must involve either an effort to attribute thereto an unnatural meaning, which is not permissible, or the complainants must justify their contention by the statutory definition of the word. It holds also that the U. S. District Court did not err in declining to issue a preliminary injunction in the case and that there was no possible ground on which it could be fairly contended that the District Court abused its discretion. Since the decision of the Interstate Commerce Commission, according to the appellee's counsel, the Pennsylvania Railroad has been subjected to a steadily increasing competition by motor truck and motorbus operations and competition, and this competition's effect upon the railroads and their revenues has become a problem of the first magnitude, while the public prints are filled with discussions of the subject.

The brief contends further that the contention of the appellants that an abandonment of a line of railway, as proposed, constitutes an effort to convert an allegation of the bill in the nature of a legal contention into an allegation of fact, furnishes no basis for reviewing the decision. The Brooklyn Eastern District Terminal and the Jay Street Terminal (Brooklyn), it is argued, are not "parties in interest" within the meaning of the statute, but their business is limited to operation of freight terminal facilities, and they decline to concede the jurisdiction of the Interstate Commerce Commission or that they are subject to the interstate commerce Act.

There is, the appellee's counsel contends, no possible basis for Court action with respect to the filing or withdrawal of tariffs; the District Court was being

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**Protest Against Federal Tax on Electrical Energy Is Made to Government by Warehousing**

(Concluded from page 48)

after the conference with Mr. Baldridge, developed consensus that if the Bureau's final ruling is unfavorable to warehousing the latter should resort to the United States Courts.

On behalf of warehousing Mr. Appel told Mr. Baldridge that the group conferring with him represented more than 300 refrigerated warehouses with a capacity for freezing and holding under refrigeration a million and a half pounds of agricultural products, "and are the results of an investment of \$300,000,000 of thousands of stockholders." He continued:

"We were all fully aware that legislation was in process before Congress in its last session for the inauguration of new forms of tax levies. We were further aware that consideration was being given to creation of a tax on electrical energy used for domestic and commercial purposes. But no man of us turned a hand to argue the matter with any committee of the Congress. And this, not because we are lacking in alertness for the industry's good, but because, knowing our operations as we do, no man of us conceived that we should be included in this tax by any stretch of the imagination.

"The question before you is one of interpretation of an Act of Congress; perhaps it is merely the question of the true definition of a word. It is my assumption that a revenue statute is no different from any other statute, in that it must be interpreted strictly. Words and meanings cannot be read into it which were not actually there when the statute was passed. Intentions of lawmakers cannot be read into a statute except as they may be used to explain the meaning of the words or phrases otherwise equivocal or meaningless. Where words have a meaning *per se*, I do not understand that a question of interpretation is involved. It is a question at most of American usage of an English word as generally defined.

"Congress did not place a 3 per cent tax on *all* electrical energy consumed. It confined the tax to electrical energy for *domestic* or *commercial* consumption. It narrowed the application to two stated and definite channels of use, eliminating, we may properly assume intentionally and not by error, many other channels of use.

"Is the refrigerated warehousing industry in these eliminated channels—or shall we be classed under 'commercial or domestic use'? Surely, we may refrain from discussing 'domestic.' Can 'commercial' logically and reasonably include us in the tax?

"What is the ordinary, standard meaning of the word 'commercial'? I beg leave to quote from the two leading and accepted dictionaries of English words in the usage of the United States."

After quoting dictionary authorities

## NEWS

Distribution and Warehousing  
November, 1932

**New Trial Is Granted in Case Against Globe Firm**

Judge Howard A. Davis, in Common Pleas Court No. 3, Philadelphia, having granted a new trial in the suit for damages brought last March by Mrs. Elsie Maynard Folwell against Leroy K. Smith, trading as the Globe Storage Co., and the date being set for October 10, retrial got under way on that date, but was stopped because of a remark made by the complainant while on the witness stand. A juror was withdrawn and a new trial was granted, to be heard during the December term. It is doubtful, because of the number of cases on the calendar, whether the suit can be retried before next February. Thomas B. Hall is counsel for the plaintiff and Atty. Hepburn represents the defendant, who had asked for judgment on the record in his favor, but on which rule the Court had declined.

As reported last spring in *Distribution and Warehousing*, a jury rendered a verdict in favor of the plaintiff in the sum of \$1,750 in her suit asking \$8,560.10 for missing and damaged household goods stored with the defendant, Mrs. Folwell, member of a prominent Philadelphia family, charged that the storage company had neglected to return valuable heirlooms owned by her and which she claimed had been sold by the defendant for non-payment of storage. She alleged that not only had some goods been damaged by careless packing, but that other pieces of her personal property had been lost, presumably while being taken to and from auction rooms on two occasions, the first sale having been postponed and a second carried out.

Mrs. Folwell and her counsel admitted non-payment of the bill for storage.

**Partner Wanted**

LEADING old established fireproof warehouse has splendid opening for partner who can furnish capital and will take active interest in business.

Address Box K-889, care of *Distribution and Warehousing*, 249 West 39th Street, New York City.

cial house. When they refer to us, they mention us as an industry—and I am certain this is not a colloquialism of my particular city and state. We who are engaged in refrigeration invariably refer to our business as an industry, and we always have. I am able to cite you official records of addresses, reports, surveys for many years past in our cold storage conventions, also various publications and pamphlets issued by the Department of Agriculture in which we are always described as an industry. Even in casual, everyday conversation between ourselves, we of the cold storage warehouse field, without exception, refer to our business as an industry. The Federal Trade Commission officially terms us an industry."

Mr. Appel emphasized that warehousing was not attempting to evade its fair and proportionate share of tax duty.

"We cannot conceive it possible," he concluded, "that Congress intended this tax to be imposed upon us. A doubt appears to have arisen in the minds of you gentlemen of this Department. We ask that our very essential industry be allowed to live; that no further burden of taxes be imposed to impede that survival; that in forming your opinion in this instance, the situation as a whole be broadly considered; that in reaching your de-

**Edelen Joins Universal**

The Universal Terminal Warehouse Co., a Houston firm hitherto engaged in merchandise storing only, has established a household goods business under the title Universal Van & Storage Co.

The new organization's manager is Howard E. Edelen, a grandson of the founder of the Edelen Transfer & Storage Co., Inc., Knoxville. Mr. Edelen was for about twenty years identified with the Tennessee firm bearing the family name.

**2 Per Cent Dividend**

The Fulton Market Cold Storage Co., Chicago, declared a 2 per cent dividend on the preferred stock, payable to stockholders of record October 8.

Vallee O. Appel, president of the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association), is president of the company.

cision in this cause, the equities may be fairly balanced; and that we may be entitled to the advantage of being deemed exempt under the law if there shall exist a reasonable doubt as to our liability."

## Government Develops a New Slow-Freezing Fruit Storage Method

DISCOVERY by Department of Agriculture specialists that slow freezing of fruits is as satisfactory as the famous "quick-freezing" method, and in many instances more satisfactory, opens the prospect of much wider development of the frozen pack industry and provides a new field for cold storage plants which has heretofore been considered to be closed to them, the Department of Agriculture has just announced.

The special low-temperature equipment which has been thought necessary to the frozen-pack industry has been shown to be unnecessary by tests at two widely remote laboratories of the Department, it was stated. The slow-freezing method was found to apply particularly to small packages, while barrels of fruit require temperatures at first of zero or lower but may be held at the higher storage temperatures after being frozen, it was stated. The statement follows in full text:

"A much wider future development of the frozen pack industry than has been considered likely appears possible as a result of a discovery by the Department of Agriculture. This is that the temperatures of ordinary cold storage plants are sufficiently low to preserve certain fruits in small containers by the frozen pack method, the Department announces.

### Experiments

"The discovery that slow freezing at ordinary temperatures of from 15 to 18 deg. Fahr. is as effective in preserving some fruit as rapid freezing at low temperatures reaching 80 deg. below zero has been supported by Department experiments at two widely remote points in the United States, one at the Department Farm at Arlington, Va., the other at the Frozen Pack Laboratory of the Department at Seattle, Wash. The Arlington experiments were made by J. M. Lutz, Dr. Joseph S. Caldwell, and H. H. Moon; the Seattle experiments by H. C. Diehl and James A. Berry, all of the Bureau of Plant Industry.

"The announcement that slow freezing is adequate for the frozen pack process is considered important for cold storage and frozen pack workers, many of whom up to this time have believed that rapid freezing at very low temperatures was absolutely essential. It indicates a new field for cold storage plants which early frozen pack work had indicated was practically closed to them. Most opinion up to now has been that the successful freezing of fruit for preservation called for special low temperature equipment.

"The Department warns that while temperatures of 15 deg. to 18 deg. Fahr. have been found satisfactory for freezing fruit in small containers, it is desirable to use temperatures of zero or below to freeze fruit in barrels. On account of the greater mass it requires a colder temperature to freeze the fruit in the center of the barrel before spoilage sets in. After freezing the barrelled

## NEWS

fruit can be stored satisfactorily at the same temperature as that used for small containers.

"Last season the Department experimented with peaches, strawberries, and cider in the Arlington laboratories and with strawberries, peaches and other fruits in the Seattle laboratory. At the Arlington laboratory the advantage seemed in favor of the slow freezing method. There was more discoloration of the peaches which were frozen rapidly, and there was more sediment in the rapidly frozen cider than in that frozen slowly.

"At Seattle the comparisons of the two methods of freezing were especially noticeable in strawberries. The rapidly frozen strawberries lost more of their firmness when thawed, and the slowly frozen material held up much better after

### Denver Correspondent Propounds a Problem:

HERE (suggests *Distribution and Warehousing's* Denver correspondent) is a controversial subject in which Denver warehousemen are extremely interested at this time:

"How do managers of revenue look upon goods left in storage so long that the rents exceed the value?"

One Denver warehouseman recently advertised a sale of several thousand dollars' worth of unpaid storage furniture. The city's revenue department checked up on the owners. When it learned that the delinquents owed the city money, it put a "plaster" on the goods the warehouse company was about to sell, and prevented the sale. The correspondent comments:

"The warehouse company is unwilling to have its name mentioned. It would prefer to see a story in your magazine describing the procedure in other cities; and, if the information is favorable, to show it to the revenue men here."

Warehouse executives' contributions to a discussion of this problem will be welcomed by *Distribution and Warehousing's* editor.

What has been your experience?

thawing. The scientists tested the two by dropping them several feet. The slowly frozen berries which remained firm, also retained their shape, but dropping the rapidly frozen ones flattened them considerably. Both laboratories found that the rapidly frozen peaches discolored more than the slowly frozen ones.

"This season the Department is continuing the experiments on rapid and slow freezing and is including many fruits other than those already tested."

### N. Y. Port Terminals Press Their Court Action Against Carriers' Store-Door Plan

(Concluded from page 49)

asked to consider the case on a basis of a non-existent rate situation—a situation similar to what is now presented to the Appellate Court—while the issues arising in connection with the appeal have become moot, and the appeal should be dismissed.

Some of the points made by counsel for the appellants were as follows:

That this is a "great struggle to maintain a competitive equilibrium." While the Pennsylvania road's roadbed ends in New Jersey, the company will not only bring freight shipments to the New York waterfront stations by barges, lighters and car floats, but will also convey them by motor truck miles beyond the eastern limits of the New York port area, into districts virtually embracing the entire limits of industrial New York State, which operation comprises motorized terminal extensions. The Pennsylvania road is trying to escape the force of existent Interstate Commerce Commission regulation by trying something new—store-door service. Now, the Pennsylvania is claiming that its proposed operations do not constitute "extensions of line," whereas in 1913, in a previous case, the company contended, and was upheld by the Supreme Court of the United States, that lighters and car floats were extensions of line, although there is no difference between motor trucks, as proposed to be used, and lighters, barges, or car floats in the application of the term "extensions." This extension by motor vehicles involves the abandonment of piers and harborage and may require more capital investment.

### Birmingham Business Bureau Assails the "Fly-by-Nights"

The Birmingham Better Business Bureau, operated by Birmingham merchants, has been carrying on an educational advertising campaign in Birmingham against irresponsible transfer and warehouse companies with offices located principally on the curbs of Birmingham streets.

This campaign has urged the people of Birmingham to use care in selecting a transfer company with which to do business. People have been further advised by the Bureau to see that all companies with which they do business have insurance against marring and breaking furniture in transit or destruction by fire.

### M. R. Palmer Is Dead

Milton R. Palmer, manager of the Michigan Motor Transport Association and a member of the executive committee of the Truck Association Executives of America, died on Aug. 18. He had gained for himself a national reputation in truck legislative activities.

## I. C. C. Suspends Proposed Southern Rail Tariff After Protests from Warehousing

DISTRIBUTION AND WAREHOUSING'S Washington Bureau,  
1157 National Press Building.

**A**CTION by the Interstate Commerce Commission in suspending until May 1, 1933, supplements 3 and 8 to Agent E. H. Dulaney's tariff I.C.C. 45 has halted, temporarily at least, another serious threat of railroad invasion of warehousing functions.

The suspended tariffs, which were to have become effective Oct. 1, proposed to inaugurate in the South and Southeast the wholly revolutionary policy of permitting railroad agents at destination points to act as forwarding and distributing agents of carload freight for the amazingly low charge of 2½ cents per 100 pounds.

Prompt protests by Wilson V. Little, Chicago, executive secretary of the merchandise division of the American Warehousemen's Association; Charles E. Cotterill, counsel for the Southern Warehousemen's Association, and W. H. Eddy, Chicago, western representative of the American Chain of Warehouses, Inc., resulted in suspension of the tariffs pending an investigation by the Commission.

The suspended item reads:

"Delivery of freight carried at carload ratings or rates will be made to one consignee only; carriers' agents may act as agents of shippers or consignees for distribution of carload freight to be unloaded by the carriers upon payment of an additional charge of 2½c. per hundred pounds for the service of unloading, sorting and delivery across carriers' station platforms or reforwarding by rail carriers (including delivery to connecting lines). See Note 1.

"Note 1. Carriers' agents, upon request, will prepare freight charges from point of distribution to destination provided satisfactory guarantee of such charges is made in advance of movement."

It is not difficult to see that this proposal constitutes one of the most ambitious plans yet proposed by the railroads to break into the field heretofore occupied by warehousemen and freight forwarders. It is the same plan which was considered by the Consolidated Classification Committee at hearings in Atlanta, New York and Chicago of April, this year, with the important difference that the charge now proposed to be made for the service is 2½ cents per 100 pounds, while the original proposal was for a charge of 5 cents.

Mr. Little and other warehousing representatives fought the proposal when it came before the Consolidated Classification Committee. The proposal was rejected by carriers in official and western territory, but apparently southern carriers decided it could be "put over" on the ground that their revenues are being dissipated by motor truck competition.

The Dulaney tariffs suspended constitute exceptions to Rule 23 of the Con-

solidated Freight Classification. When this was written the Commission had not assigned the proceeding for hearing. It was docketed as I. & S. 3816, carriers' agents acting for shippers in the South.

In his protest to the Commission Mr. Little referred to his appearance before the Classification Committee in Chicago and gave five specific reasons why the Commission should suspend the Dulaney tariffs. They are:

1. Merchandise warehouses throughout the nation depend on the performance of this unloading, sorting and delivery or reforwarding service for a great portion of their revenue. They have invested their capital in creating facilities to provide this service, presuming that Rule 23 of the Consolidated Freight Classification had laid down a fundamental principle that could not be changed over night and upon which they could establish their business structures.

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## E. A. Howard Baker Organizes Security Company in Denver

**E.** A. HOWARD BAKER, recently resigned as president of the Kennicott-Patterson Warehouse Corp., Denver, has organized his own merchandise storage firm, the Security Storage Company, Inc., at 2550-2560 Blake Street, Denver.

The Security is doing a general storage, distribution and forwarding business. The warehouse, sprinklered, contains 600,000 cubic feet of space.

Mr. Baker has resigned as general secretary of the American Warehousemen's Association, an office he had occupied for several years.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

## Stephens Announces Bush Executive Personnel

**H**ERE is the recently-elected president of the Bush Terminal Co., New York. As announced in the August *Distribution and Warehousing*, John A. Stephens is successor to Irving T. Bush, now filling the newly created position of Chairman of the board. It was Mr. Bush who founded the South Brooklyn waterfront industrial city which bears his name.

Announcement is made by Mr. Stephens that the executive personnel of the organization comprises the following:

Vice-president in charge of sales, S. S. Blackiston. Secretary of the recently formed New York Warehouse, Wharf & Terminal Association, Inc., Mr. Blackiston will continue to represent the Bush interests at the conventions of the American Warehousemen's Association.

Vice-president in charge of finance, W. M. Affelder.

Vice-president in charge of operations, Capt. G. L. P. Stone.

Sales promotion manager, L. M. Clark, who recently joined the company.

Bush Terminal operates 105 buildings used for distribution and manufacturing purposes, eight large piers and warehouse structures, its own railroad system with sidings to every building, and a trucking division, etc., to serve manufacturers, distributors, importers and exporters.

Under the administration of Mr. Stephens, one objective will be the cutting of distribution costs, and it is understood that in this connection more concentrated development of the warehousing phase of the organization's business on a national scale will be undertaken.



John A. Stephens, Bush Terminal's new president, at his desk in New York

**Construction  
Developments  
Purchases, Etc.**

**Arkansas**

**STUTTGART**—Farmers' & Merchants' River Terminal, Inc., has approved plans for a \$25,000 1-story warehouse, 96 by 128 feet, at Preston's Ferry on White River.

**California**

**Fresno**—Fresno-Madera Ice Co. is completing plans for a \$30,000 1-story cold storage warehouse and ice plant, 40 by 100 feet.

**Gilroy**—F. J. Wergles, 5626 Homeside Avenue, Los Angeles, heads a project to build and operate a \$25,000 cold storage warehouse and ice plant in Gilroy.

**Van Nuys**—Union Ice Co., Los Angeles, has plans for a 1-story warehouse, 50 by 126 feet, on Topham Street, Van Nuys.

**Connecticut**

**Bridgeport**—Hegeman Transfer & Lighterage Terminal, Inc., has arranged for change of company name to Hegeman Transfer, Inc.

**Fairfield**—Consolidated Motor Lines, Inc., have leased for terminal purposes a 1-story building, 70 by 170 feet, on Post Road.

**Florida**

**St. Petersburg**—Jackson Ice Co. has approved plans for a \$24,000 1-story cold storage warehouse and ice plant, 46 by 75 feet, at 19 11th Street.

**Louisiana**

**New Orleans**—Southern Pacific Railroad Co. is planning a \$600,000 project, on waterfront, to include multi-story buildings for dry and cold storage.

**Plaquemine**—Edward V. Joly, of Bayou Goula, La., heads a project to construct and operate a \$25,000 cold storage warehouse and ice plant in Plaquemine.

**Michigan**

**South Haven**—South Haven Terminal Co. is planning construction of a \$40,000 waterfront terminal warehouse.

**New Jersey**

**Glendale**—Edward Herlich Auto Vans & Storage, Inc., has been organized to take over the business formerly operated by Edward Herlich, 7168 70th Street. Meta K. Herlich and Charles Schmid head the interests.

**New York**

**New York City**—Connally's Express & Van Co. has leased the building at 252 West 69th Street for storage purposes.

**New York City**—High Bridge Van Co., Inc., has awarded a contract for a 2-story warehouse, 44 by 92 feet, at Ogden Avenue and 160th Street.

**New York City**—Rand Express Co. has leased ground floor in the building at 535 West 39th Street for storage purposes.

**NEWS**

**North Carolina**

**Hickory**—Abernathy Transfer & Storage Co. has plans under way for a \$40,000 3-story warehouse.

**Winston-Salem**—Frank P. Davis & Co., recently organized by Frank P. Davis and associates, with a capital of \$50,000, plan early construction of a warehouse.

**Ohio**

**Piqua**—Piqua Transfer & Storage Co. has applied to the Indiana Public Service Commission for authority to operate a motor freight route between Indianapolis and Union City en route to Piqua.

**Youngstown**—Ice & Fuel Co., 1421 West Federal Street, has purchased property at Shirly and Midlothian Avenues as site for a \$40,000 cold storage warehouse and ice plant.

**This Job Was  
Not So "Free"**

JUDGE SCHEMANSKE of the Recorders' Court in Detroit recently held a session in the street, with a van load of goods nearby, to consider a complaint by a moving company's customer that the company refused to unload the goods from the truck because the customer had declined to pay the full amount of the bill presented.

One of those "free moving" contracts was involved. The company had given an estimate for storage—and the customer was told he would be moved "free." Then the customer received an excessive bill for cartage out, plus a bill for "monthly moth-proofing."

Judge Schemanske listened to the story and awarded the customer \$50 damages. The customer got his household effects back.

**Gibson Writes on Receipts**

The use of warehousing's standard form of receipt as "one method of measuring safety and acceptability" is the subject of an article by A. T. Gibson, president of the Lawrence Warehouse Co., San Francisco, in the October issue of *American Bankers Association Journal*. The author is chairman of the American Warehousemen's Association's committee on banking relations.

**Hathaway with Lyon**

Austin H. Hathaway, formerly in the Pasadena and Los Angeles offices of the Lyon Van & Storage Co., Inc., operating in southern California cities, has been appointed assistant manager of the Lyon branch, 403 South Central Avenue, Glendale, where F. M. Brock is manager.

Duties of Mr. Brock as vice-president of the Lyon organization are compelling his frequent absence from Glendale.

**New Incorporations  
as Announced Within  
the Storage Industry**

**Alabama**

**MOBILE**—United Warehouse Co., Capital, \$1,000. W. G. Brawner is president, W. G. Austin is vice-president and Gerald Reinhart is secretary-treasurer.

**Arkansas**

**Jonesboro**—Atlas Warehouse Co. Storage warehousing. Capital, \$16,000. Incorporators, Gordon P. Crenshaw and D. T. Burress.

**California**

**Los Angeles**—Alexander Van & Storage Co. (organized). Van service and storage warehouse. Alexander Van Herzen and Francis F. Morton, 8024 Santa Monica Boulevard, head the interests.

**Los Angeles**—Universal Forwarders, Inc. Capital, 2,500 shares of no par value stock. Incorporators, T. Kesterson and John Scoonover.

**District of Columbia**

**Washington**—Columbia Storage Co. Incorporated under Delaware laws to do dry and cold storage warehousing. Capital, \$50,000. Incorporators, Arthur Daly, Frances Ryan and Harold K. Acker.

**Illinois**

**Berwyn**—American Safe Deposit Company of Berwyn, 6721 W. 22nd Street. To operate safety deposit vaults. Capital, \$1,000. Incorporators, Charles W. Horau, Viola A. Topinka and Charles J. Vonesh.

**Chicago**—Ajax Motor Service, 434 South Desplaines Avenue. Capital, \$3,000. Incorporators, Joseph Fry, Frank Fry and Virgill Garrison.

**Chicago**—Arthur Philott Warehouse Company, Inc., 4235 Cottage Grove Avenue. Capital, 50 shares of no par value stock. Incorporators, George A. Bratigan, Joseph P. Loewy and Genevieve Ward.

**Indiana**

**Indianapolis**—Indiana Certified Carriers, Inc. To operate general storage and transportation business. Capital, 1,000 shares of no par value stock. Incorporators, John F. Powell, Finley J. Isler and Edward W. Wilson.

**Indianapolis**—Regulated Motor Carriers, Inc. To combine motor vehicle common carriers into one organization. No capital stock. Incorporators, M. S. Denny, E. J. Buhner and Leonard C. McDaniel.

**Kentucky**

**Lexington**—Superior Service Warehouse Co. Capital stock, \$1,000. Incorporators, J. E. Bagshaw and Hogan Yancey of Lexington, Ky., and F. N. Jacob of Miami, Fla.

**Maysville**—Home Warehouse Co. Capital (Concluded on page 55)

### I. C. C. Suspends Proposed Southern Rail Tariff After Protests from Warehousing

(Concluded from page 52)

2. This exception to Rule 23, to all intents and purposes, offers a less-carload service to freight moving at carload rates. Established differentials between carload and less-carload rates will mean nothing on traffic thus to be handled. Unloading, sorting, split delivery, or re-forwarding is a less-carload service, and this service the carriers will perform for only 2½ cents above the carload rates. Except for loading and billing at point of origin, the differential between carload and less-carload rates really becomes 2½ cents, whatever actual tariff differentials may be, based on the length of the line haul.

3. Making a flat charge of 2½ cents per hundred pounds for performing this unloading, sorting, delivery or re-forwarding service, regardless of commodity characteristics, number of assortments, etc., contravenes all principles that underlie the classification of commodities for rate-making purposes. To charge 2½ cents for unloading, sorting, delivering, etc., of a carload of canned vegetables, taking a classification carload minimum of 36,000 pounds, and to make the identical charge for the same service with respect to a carload of lightweight cereals taking a classification minimum of 15,000 pounds, charging \$9 for the one car and \$3.75 for the other car, containing approximately the same number of packages, is contrary to the scientific classification and rate-making procedure that presumably is intended by the carriers in their compilation and publication of the Consolidated Freight Classification.

4. A charge of 2½ cents per hundred pounds is not compensatory. The added, unreimbursed expense in performing this service will constitute another drain on line-haul revenues and hence an undue burden on other traffic not thus handled. To dissipate line-haul revenues in this manner is a gratuity to shippers that the Commission should not permit without investigation, particularly in view of its present inquiry in Ex Parte 104, involving practices of the carriers that may not reflect the efficient and economical management required from them under the transportation Act.

5. The revision of Rule 23 of the Consolidated Freight Classification is so revolutionary that it will upset in large measure the distribution system of business generally. The Commission, therefore, will perform a distinct public benefit if, before this revision of Rule 23 becomes effective, it will decide to investigate the wisdom of giving to it commission approval.

Speaking for the Southern Warehousemen's Association, Mr. Cotterill declared he could prove that "if every other question be laid aside, the proposed charge of 2½ cents per 100 pounds is grossly unremunerative and wholly unnecessarily low."

The plan, he said, invites direct rebates as a means of competitive line-haul freight solicitation.

"Local railroad agents would be put in direct relation with local truckmen," said Mr. Cotterill. "Where two railroads service the same community in competition with each other the consequence would be to cause the local truckmen so to compete with each other for the patronage of the respective lines of railway as that in result indirect rebates to shippers would be accomplished."

Mr. Cotterill referred to the decision of the United States Supreme Court in the Philadelphia Warehouse Case, which he interpreted as considering Rule 23 of the classification as a "mere expression of an elemental conception of law which would forbid interblending of shipper and carrier functions by railroad agents."

He said that doubtless the claim that the organic change now proposed springs from the advent of motor truck competition is a sincere one. Such consideration would deserve, upon full hearing and investigation after suspension, its proper place in legal determination, he conceded, but:

"Whatever practical force attaches to such development of motor truck competition, it cannot be said that a complete structural change in the functions of carrier agents such as here proposed, with all its attendant and ramified commercial and competitive consequences, should not be looked into with care in suspension proceedings merely because it is said the proposal emanates from motor truck competitive effects."

For the American Chain of Warehouses, Inc., Mr. Eddy said the carriers' proposal was "detrimental to the warehouse industry." He said his organization joined the A. W. A. protest for suspension.

Answering for the railroads, J. E. Tilford, chairman of the Southern Freight Association, based his argument on the dire straits in which the carriers now find themselves. He relied on the Commission's advice to the carriers given in its decision in the Fifteen Per Cent Case, 1931, for a justification for the proposal.

In that decision the Commission said the railroads must make "radical changes in service and rates," and that because of the near monopoly of transportation heretofore enjoyed by the carriers "their habits of thought are less flexible and not so well adapted to facing and meeting new competitive conditions."

Mr. Tilford pointed out that Rule 23 was adopted many years ago when the carriers were not faced with the intensive competition with motor carriers which now exists. Trucking organizations, he said, are having carload freight consigned to themselves, which they sort and reforward for no charge other than their own truck rate from the break-bulk point to destination. This deprives the rail carriers of hauls they formerly received, he said.

He said that because of the heavy decline in business in the local railroad freight stations there is ample room, and

facilities are available, to perform the proposed service.

"Its adoption will do no more than give the rail carrier an opportunity equal with its motor truck competitor in connection with the transportation of less-carload shipments beyond," Mr. Tilford said. "It will give the original shipper the choice of rail or truck movements beyond. It does not prevent delivery to a motor truck line for movement beyond, nor to a warehouse company for storage.

"Such being the case, we do not feel that warehousemen, as such, have any cause to complain. To the extent the new rule will enable rail carriers to compete with motor trucks operated by warehousemen over public highways, we do not feel that such constitutes good grounds for suspension or condemnation."

—Stephens Rippey

### Warehousemen Confer

Following suspension of the Dulaney tariff, as set forth in the foregoing Washington correspondence, a group representing the Southern Warehousemen's Association conferred on October 12 with J. E. Tilford, chairman of the Southern Freight Association, at the latter's office in Atlanta, and was advised that the railroads' executive committee would meet on Nov. 15 to consider the situation. Accordingly E. C. Lowry, Montgomery, the association's president, addresses the following letter to Mr. Tilford on Oct. 12:

"Relative to our conference with you today we wish to state that the information given your executives—that warehousemen in this territory are handling pool car distribution free of charge—is misleading and incorrect in so far as our knowledge is concerned, for it is not the policy of this Association, and should we find any member handling cars in this manner we will make every effort to correct same.

"The railroads' and warehousemen's interests are mutual. When the railroad loses business, in the majority of cases the warehouse loses it. And as expressed by the group of warehousemen in your office today, we wish to cooperate with the railroads and prefer to do business with them rather than with motor freight operators.

"It is not our desire to go before the Interstate Commerce Commission and we wish to have an opportunity to appear before your executive committee in an effort to prove our friendship as well as work out some plan for our mutual benefit. Will you make these arrangements for us and advise?"

The Southern W.A. group which called on Mr. Tilford comprised Mr. Lowry as president; R. B. Young, Savannah, vice-president; John J. Woodside, Atlanta, treasurer; Mrs. Lorena W. Coop, Atlanta, executive secretary; George D. Lentz, Winston-Salem; John L. Wilkinson, Charlotte; Paul A. Steward, Chattanooga; and M. T. LaHatte, A. L. Loeb and F. E. Stevens, Atlanta.

## New Incorporations as Announced Within the Storage Industry

(Concluded from page 53)

talization, \$50,000. Incorporators, W. H. Mackey, M. C. Colliver, J. N. Tomlin, Jr., J. H. Clarke, S. A. Dorsey and Henry Bramblet.

Maysville—United Warehouse Company. Capitalization, \$50,000. Incorporators, Chambers Perry, James A. Rees and John Owens.

### Michigan

Cadillac—Utility Motor Freight, Inc., 805 Haring St. Motor freight and transfer. Capital, 500,000 shares of no par value stock. Theodore Robinson, 85 Highland Street, Battle Creek, is principal incorporator.

Detroit—Brennan Transfer Co., 1504 2nd Boulevard. Capital, \$10,000.

### New Jersey

Hackensack—Harper Terminal, Inc. To succeed the company of same name operating a storage terminal at Hackensack and Temple Avenues. Capital, 1,000 shares of no par value stock.

### New York

Brooklyn—Bay Transfer Co., Inc. To take over and operate warehouse and trucking company of same name at 1817 Sheepshead Bay Road. Capital, 100 shares of no par value stock.

Brooklyn—City Warehouse Furniture Co., Inc. Furniture warehousing. Capital, \$10,000. Incorporators, Morris Kerr, 149 Rivington Street, Manhattan, and Isidore Kaufman, 2077 East 22nd Street, Brooklyn.

Huntington, L. I.—Suffolk County Express & Storage Co., Inc. Storage warehouse and trucking. Capital, \$20,000. Incorporators, William D. Stiger and Russell G. Rogers, 149 Broadway, New York City.

New York City—Bagdad Moving & Storage Co., Inc. Storage warehouse and trucking. Capital, \$5,000. Incorporators, Frederick L. Weisler, 475 Ocean Avenue, Brooklyn, and Nathan Shapiro, 365 Tompkins Avenue, Brooklyn.

New York City—Checker Moving & Storage Co. Van service and storage warehouse. Incorporators, Matthew G. Saltzman and Abraham Saltzman. Representative, Arthur Schneider, 12 East 41st Street.

New York City—Crown Warehouse & Storage Co. Capital, \$1,000. Representative, S. Levinson, 233 Broadway.

New York City—Red Ball Moving & Storage Co., Inc. Van service and storage warehouse. Capital, \$5,000. Incorporators, Hans Jenkins, 219 East 87th Street, Manhattan, and Jacob Cook, 1360 Merriam Avenue, Bronx.

New York City—Strand Moving & Storage Co. To take over and expand the Strand Moving Co., 325 East 29th Street. Capital, 100 shares of no par value stock.

## NEWS

New York City—West Harlem Cold Storage Co., Inc. Capital, 100 shares of no par value stock. Incorporators, William H. Bovers, 311 Summit Avenue, Leonia, N. J., and Henry Rosenblum, 256 East 68th Street, New York.

Rochester—Fahrer Storage & Transportation Co., Inc. Storage service and motor freight. Capital, \$10,000. Incorporators, Lawrence Wood, 462 South Avenue, Rochester; Nicholas Barnes, 83 Sherer Street, Rochester, and Gerald Bocksberger, Chili, N. Y.

### Ohio

Akron—Glover Forwarding Co. Capital, 300 shares of no par value stock. Incorporators, C. T. Pflueger, Jr., Carl S. Glover and Max S. Glover.

Cincinnati—Williams Moving & Storage Co. Capital, 200 shares of no par value stock.

Cleveland—Great Eastern Vans, Inc. Capital, 250 shares of no par value stock. Incorporators, George W. Moore, H. H. Roeder and Mary E. Grove.

Cleveland—Rail Vans, Inc. Capitalization, 500 shares of 8 per cent preferred and 1,500 no par common stock. Representative, M. A. Frank, 722 Leader Building.

### Pennsylvania

Philadelphia—North Philadelphia Storage (organized), 2033 Lehigh Avenue. Storage warehousing. M. R. McLaughlin, 1638 Erie Avenue, heads the interests.

### Texas

Beeville—B. B. Brown Transfer & Storage Co., Inc. Storage warehouse and van service. Nominal capital, \$2,000. Incorporators, E. C. Brown and J. O. Dobbs.

Plainview—Plainview Ice Co. Cold storage warehouse and ice plant. Capital, \$30,000. Incorporators, F. T. Sanders, M. H. Post and W. H. Buckabee.

Weslaco—Weslaco Ice Co. Cold storage warehouse and ice plant. Capital, \$50,000. Incorporators, J. S. Marshall, F. N. Chase and W. B. Grove.

### Virginia

Norfolk—Hampton Roads Transfer Co. Capital, \$16,000. Principal incorporator, B. D. McLeod.

### Wisconsin

Stephens Point—Stephens Point Storage Co. Storage warehouse and trucking. Capital, \$5,000. Incorporators, A. M. Coops, 945 Clark Street; C. J. Fletcher, 221 Plover Street, and D. B. Carlton, 913 Wisconsin Street.

### Standard Expands

The Standard Warehouse Co., Inc., New Orleans, has been granted a permit to operate a warehouse at the Southern Shell Fish Co. plant on the Harvey Canal, 400 yards from the Mississippi River. The Standard has furnished \$5,000 bond.

## Federal of Houston Appeals Tax Ruling

DISTRIBUTION AND WAREHOUSING'S  
Washington Bureau,  
1157 National Press Building.

HAVING failed to adjust a dispute with the Commissioner of Internal Revenue concerning its 1930 income and profits taxes, the Federal Storage Company, Houston, Texas, has carried its protest to the United States Board of Tax Appeals, asking a hearing and re-determination of the assessed deficiency tax, amounting to \$5,290.70.

In question is the proper cost basis to be used in figuring the profit on real estate purchased by a corporation for its capital stock and sold in a later year.

The protesting taxpayer came into existence in April, 1926. One W. T. Carter transferred to the corporation certain realty in exchange for capital stock in the amount of \$95,000. The company sold this property in 1928 to the Sealy Mattress Co., and, in computing its profits for purposes of income tax return, used a cost basis of \$95,000, represented in the amount of stock given for the realty.

### To Argue Constitutionality

The commissioner has held, however, that the value of the property as it stood in the hands of the transferor, Mr. Carter, and not the amount of stock given for it, is the proper cost basis. This he placed at \$16,353.71, greatly widening the profit span between cost and sale price.

It is the plan of the storage company to argue the constitutionality of such a cost-finding method when the appeal comes before the high tribunal.

—James J. Butler.

## Tax Rebate Is Allowed Former Brooklyn Firm

DISTRIBUTION AND WAREHOUSING'S  
Washington Bureau,  
1157 National Press Building

FOLLOWING protest by the Brooklyn Warehouse & Storage Co., now no longer in business, the Treasury has stricken a total of \$34,439.30 from the amount of income tax billed against the concern for 1930 and 1931.

A decrease in the profit realized from the involuntary conversion of property during the taxable year 1931 accounts for the abatement of \$31,810.32, this being the amount of over-assessment conceded by the Federal bureau. Demand by the company bearing on its deductions for depreciation were met by the abatement of \$638.42, the Treasury explaining that its investigation had disclosed that the deduction allowed in a prior audit was less than the reasonable allowance authorized by the Revenue Act of 1928.

Of the abatement, \$1,990.56 is represented in interest which had been assessed on amounts not paid because of the company's appeal from the findings of the Bureau of Internal Revenue.

—James J. Butler.

# WHERE TO BUY

The purpose of this department each month is to keep you informed of all products, supplies, etc., that you normally use in your business plus new products that are from time to time placed on the market.

We ask that you refer to the "Where-to-Buy" department and keep posted on the new, as well as the old firms whose aim it is to help

you save and earn more in the operation of your business.

Should you not find listed or advertised in this "Where-to-Buy" department the product you wish to purchase, please write us and we will be glad to send you the makers name and address.

Our desire is to serve you in every way we can.

**Distribution and Warehousing**  
249 West 39th St., New York, N. Y.

## ALARMS (Fire)

American District Telegraph Co.; 155 Sixth Ave., New York, N. Y.  
Ludlow Automatic Fire Alarm Co.; 128 E. Sixth St., Cincinnati, Ohio.

## BOXES (Moving)

Anderson Box & Basket Co., Drawer No. 10, Audubon District, Henderson, Ky.  
Backus, Jr., & Son, A.; Dept 5, Trumbull & Fort St., Detroit, Mich.  
Byrnes, Inc., W. L.; 446-448 E. 13th St., New York, N. Y. (Piano)  
Lewis Co., G. B.; Watertown, Wis.  
Miami Mfg. Co.; Peru, Ind.

## BODIES (Van)

American Car & Foundry Co.; 30 Church St., New York, N. Y.  
Bender Body Co.; W. 62nd & Denison Ave., Cleveland, Ohio.  
Burch Body Co.; Rockford, Mich.  
Cook Wagon Works, Inc., A. E.; 77 E. North St., Buffalo, N. Y.  
Donigan & Nelson; 743-747 Third Ave., Brooklyn, N. Y.  
Erby & Sons Co., Wm.; Ashland & Fullerton Aves., Chicago, Ill.  
Fitzgerald & Crisp, Inc.; Trenton, N. J.  
Gerstenslager Co.; Wooster, Ohio.  
Guedelhoefer Wagon Co., John; 202 Kentucky Ave., Indianapolis, Ind.  
**Haskelite Mfg. Corp.**; 120 S. LaSalle St., Chicago, Ill.  
Kneuer & Sons, Inc., M. J.; 126 Van Buren St., Newark, N. J.  
Maday, M.; 1756 Genesee St., Buffalo, N. Y.  
Met-L-Wood Corp.; 6755 W. 65th St., Chicago, Ill.  
Ninian Body Co.; 2070 Main St., Buffalo, N. Y.  
Proctor-Keeffe Body Co.; 734 Dix St., Detroit, Mich.  
Schaefer Wagon Co., Gustav; 4168 Lorain Ave., Cleveland, Ohio.  
Schukraft Truck Bodies; 1201 Washington Blvd., Chicago, Ill.  
Taeckens Bros.; 1015 Harrison St., Flint, Mich.  
Whitfield & Sons; Penn Yan, N. Y.  
Wiedman Body Co., Geo.; North Tonawanda, N. Y.

**PLYMET**  
panels saved 1500 pounds in this 21 ft. body.



Write us for details on "lighter and stronger" bodies.

**Haskelite Manufacturing Corporation**  
120 So. La Salle St. Chicago, Ill.

## BOX STRAPPING (Machines and Supplies)

Acme Steel Goods Co.; 2836 Archer Ave., Chicago, Ill.  
American Casting & Mfg. Corp.; 30 Main St., Brooklyn, N. Y.  
American Steel & Wire Co.; Rockefeller Bldg., Cleveland, Ohio. (strapping only)  
Carr Mfg. Co.; Manhattan Bridge Plaza, Brooklyn, N. Y.  
Gerrard Co., Inc.; 1948 S. 52nd St., Chicago, Ill.  
Harvey Spring & Forging Co.; Racine, Wis.  
Sigmund Steel Strapping Co.; 2600-2620 N. Western Ave., Chicago, Ill.  
Stanley Works; Grove Hill & Lake St., New Britain, Conn.  
Tennant Sons & Co., C.; 19 W. 44th St., New York, N. Y.  
Wire & Steel Products Co.; Van Brunt & Seabring Sts., Brooklyn, N. Y.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

## BRINE

Solvay Sales Corp.; 61 Broadway, New York, N. Y.

**In Fighting Fire**

Solvay Calcium Chloride reduces evaporation to a minimum, prevents freezing, prevents water becoming foul.

**SOLVAY SALES CORPORATION**  
61 Broadway, New York

**SOLVAY CALCIUM CHLORIDE**  
is 4 times  
as effective  
as plain water

Write for the  
Solvay booklet  
No. 8955

## CARPET CLEANING EQUIPMENT

Chief Mfg. Co.; 806 Beecher St., Indianapolis, Ind. (Beaters, stationary)  
Kent Co., Inc.; 542 Dominick St., Rome, N. Y. (Shampooing equipment)  
United Vacuum Appliance Corp.; Dept. IX, Twelfth St. & Columbia Ave., Connersville, Ind.

## CASTERS (Truck)

Adams Co.; Dubuque, Iowa.  
 American Caster Co.; 330 Washington St., Hamilton, Ohio.  
 Bassick Co.; Bridgeport, Conn.  
 Bond Foundry & Mfg. Co.; Manheim, Lancaster County, Pa.  
 Buffalo Pulley & Caster Co., Inc.; 175 Breckinridge St., Buffalo, N. Y.  
 Clark Co.; George P.; 4 Canal St., Windsor Locks, Conn.  
 Colson Co.; Box 550, Elyria, Ohio.  
**Divine Bros.**; 101 Whitesboro St., Utica, N. Y.  
*(See advertisement elsewhere in this issue)*  
**Fairbanks Co.**, 393-397 Lafayette St., New York, N. Y.  
*(See advertisement elsewhere in this issue.)*  
 Globe Vise & Truck Co.; 1454 Front St., N. W., Grand Rapids, Mich.  
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.  
 Jarvis & Jarvis; 200 S. Main St., Palmer, Mass.  
 Koenig & Co.; Edward L.; 559 W. Lake St., Chicago, Ill.  
 Lansing Co.; 602 Cedar St., Lansing, Mich.  
 Lyon Iron Works, Inc.; Box A. Greene, N. Y.  
 Market Forge Co.; Garney St., Everett, Mass.  
 Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis.  
 New Britain Mfg. Co.; 140 Chestnut St., New Britain, Conn.  
 Nutting Truck Co.; 252 W. Kinzie St., Chicago, Ill.  
 Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.  
 Phoenix Caster Co.; S. State St., Indianapolis, Ind.  
 Saginaw Stamping & Tool Co.; Saginaw, Mich.  
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.  
 Sippel Co.; Wm. H.; Dept. D-W, South Bend, Ind.  
 Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates St., Indianapolis, Ind.

## CLOCKS (Time and Watchmen's)

American District Telegraph Co.; 155 Sixth Ave., New York, N. Y.  
 Deter Watchclock Corp.; 4147 E. Ravenswood Ave., Chicago, Ill. (Watchmen's only)  
 Howard Clock Co.; 206 Eustis St., Boston, Mass.  
 International Time Recording Co.; 270 Broadway, New York, N. Y.  
 Silberg Co., Mortimer J.; 118 S. Michigan Ave., Chicago, Ill.  
 Simplex Time Recorder Co.; Lincoln Blvd., Gardner, Mass.  
 Stromberg Elec. Co.; 223 W. Erie St., Chicago, Ill. (Time only)

## CONTAINERS (Shipping)

Backus, Jr. & Sons, A.; Dept. 5, Trumbull & Fort Sts., Detroit, Mich.  
 Bird & Son, Inc.; Mill St., East Walpole, Mass.  
 Hummel & Downing; Milwaukee, Wis.  
 King Stee. Whee., Inc.; Erie Blvd. at S. West St., Syracuse, N. Y.  
 Koenig & Co.; Edward L.; 559 W. Lake St., Chicago, Ill.  
 Lewis Co., G. L.; Watertown, Wis.  
 Mt. Vernon Car & Mfg. Co.; Mt. Vernon, Ill.  
 Truscon Steel Co.; Cleveland, Ohio.  
 Wisconsin Box Co.; P. O. Box 297, Wausau, Wis.

## CONVEYORS

Alvey-Ferguson Co.; 75 Bisney Ave., Cincinnati, Ohio. (Gravity)  
 Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo. (Portable, power and gravity)  
 Bartell & Snow Co., C. O.; 6218 Harvard Ave., Cleveland, Ohio.  
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Portable and gravity)  
 Brown Hoisting Mch. Co.; 4403 St. Clair St., N. E., Cleveland, Ohio.  
 Chain Belt Co.; 736 Park St., Milwaukee, Wis.  
 Clark Tractor Co.; Battle Creek, Mich.  
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.  
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.  
 Lamson Co.; Syracuse, N. Y. (Portable and gravity)  
 Link-Belt Co.; 300 W. Pershing Rd., Chicago, Ill. (Portable and gravity)  
 Logan Co.; 201 N. Buchanan St., Louisville, Ky. (Portable, power and gravity)  
 Loudon Mch. Co.; 1116 Broadway, Fairfield, Iowa.  
 Mathews Conveyor Co.; 120 Tenth St., Ellwood City, Pa. (Gravity)  
 McKinney-Harrington Conveyor Co.; North Chicago, Ill. (Portable and stationary)  
 Ogden Iron Works Co.; 2257 Lincoln Ave., Ogden, Utah.  
 Otis Elevator Co.; 26th St. and 11th Ave., New York, N. Y. (Gravity)  
 Portable Machinery Co.; 17 Lakeview Ave., Clifton, N. J. (Portable)  
 Richards-Wilcox Mfg. Co.; 316 W. Third St., Aurora, Ill.  
 Standard Conveyor Co.; Dept. 12, 315 Second Ave., N. W., North St. Paul, Minn. (Portable, power and gravity)  
 Stearns Conveyor Co.; E. 200th St. & St. Clair Ave., Cleveland, Ohio.  
 Webster Mfg. Co.; 1856 N. Kostner Ave., Chicago, Ill. (Gravity and portable)

## CORDAGE (Flat)

**Everlast Textile Mfg. Co., Inc.**; 19 E. 21st St., New York, N. Y.  
*(See advertisement elsewhere in this issue)*  
**Pilcher-Hamilton-Daily Co.**; 349 W. Ontario, Chicago, Ill.  
*(See advertisement elsewhere in this issue)*

## COVERS (Paper Furniture)

**Pilcher-Hamilton-Daily Co.**; 349 W. Ontario, Chicago, Ill.  
*(See advertisement elsewhere in this issue)*

## COVERS (Piano)

Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.  
 Brown, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.  
**Canvas Specialty Co., Inc.**; 200 Canal St., New York, N. Y.  
*(See advertisement elsewhere in this issue)*  
 Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.  
**Everlast Textile Mfg. Co., Inc.**; 19 E. 21st St., New York, N. Y.  
*(See advertisement elsewhere in this issue)*  
**Fulton Bag & Cotton Mills**; Box 1726, Atlanta, Ga.  
*(See advertisement elsewhere in this issue)*

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

Goss Co., J. C.; Woodbridge & Bates St., Detroit, Mich.  
 Gotsch Co., Walter M.; 630 W. Adams St., Chicago, Ill.  
 Hettrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.  
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.  
**New Haven Quilt & Pad Co.**; 80 Franklin St., New Haven, Conn.

*(See advertisement elsewhere in this issue.)*

**Self Lifting Piano Truck Co.**; Findlay, Ohio.  
*(See advertisement elsewhere in this issue.)*

Upson-Walton Co.; 1245 W. Eleventh St., Cleveland, Ohio.  
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.  
 Wilcox Co., M. I.; 210 Water St.; Toledo, Ohio.

## COVERS (Truck)

### (Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Trafficway at 23rd St., Kansas City, Mo.  
 Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.  
 Boyle & Co., Inc.; John; 112-114 Duane St., New York, N. Y.  
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.  
 Carnegie-Goudie Mfg. Co.; 26th & Penn, Kansas City, Mo.  
 Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.  
 Channon Co., H.; 149 N. Market St., Chicago, Ill.  
 Channing Mfg. Co.; Waco, Texas.

Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.  
 Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.  
 Ehrick & Co.; Fred; 36th St. at Third Ave., Brooklyn, N. Y.  
**Everlast Textile Mfg. Co., Inc.**; 19 E. 21st St., New York, N. Y.  
*(See advertisement elsewhere in this issue)*

**Fulton Bag & Cotton Mills**; Box 1726, Atlanta, Ga.  
*(See advertisement elsewhere in this issue.)*

Goss Co., J. C.; Woodbridge & Bates Sts., Detroit, Mich.  
 Hettrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.  
 Hooge Co., Inc.; Wm. H.; 138 S. Main St., Los Angeles, Cal.  
 Hooper & Sons Co.; Wm. H.; 3502 Parkdale St., Baltimore, Md.  
 Humphrey's Sons, R. A.; 1020 Callowhill St., Philadelphia, Pa.  
 Jacksonville Slip Chandelier & Awning Co.; Dept. E, 2319 E. Bay St., Jacksonville, Fla.  
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.  
 Pittsburgh Waterproof Co.; 1318 Penn Ave., Pittsburgh, Pa.  
 Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.  
 Smith Co., Arthur F.; 139 Spring St., New York, N. Y.  
 U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.  
 Upson-Walton Co.; 1245 W. Eleventh St., Cleveland, Ohio.  
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

## DOORS (Cold Storage, Elevator and Fire)

Born Co., H. A.; 208 N. Wabash Ave., Chicago, Ill. (Cold stge.)  
 California Fpf. Door Co.; 1919 E. 51st St., Los Angeles, Cal. (Fire)  
 Cornell Iron Works; 77 Marion St., Long Island City, N. Y. (Elev. and fire)  
 Gillen-Cole Co.; 15th & Overton Sts., Portland, Ore. (Cold stge.)  
 Harris-Pleble Door Co.; 228 N. LaSalle St., Chicago, Ill. (Fire)  
 Jamison Cold Stge. Door Co.; P. O. Box 26, Hagerstown, Md. (Cold stge.)  
 Kinnear Mfg. Co.; 1270 Fields Ave., Columbus, Ohio. (Fire)  
 Merchants & Evans Co.; 2035 Washington Ave., Philadelphia, Pa. (Fire)  
 National Refrigerator Co.; 827 Koelin Ave., St. Louis, Mo. (Cold stge.)  
 North American Iron Works; 116-136 57th St., Brooklyn, N. Y. (Fire)  
 Peele Co., The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)  
 Richards-Wilcox Mfg. Co.; 316 W. Third St., Aurora, Ill. (Fire)  
 Richmond Fpf. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)  
 Security Fire Door Co.; 3044 Lambdin Ave., St. Louis, Mo. (Elev. and fire)  
 Smith Wire & Iron Works, F. P.; Fulerton, Clybourne & Ashland Aves., Chicago, Ill. (Fire)  
 Tyler Co., W. S.; 3621 Superior Ave., N. E., Cleveland, Ohio. (Elev.)  
 Variety Mfg. Co.; 2958 Carroll Ave., Chicago, Ill. (Cold stge. and fire)  
**Vulcan Rail & Const. Co.**; Grand St. & Garrison Ave., Maspeth, N. Y. (Fire)  
 Ward Refrig. & Mfg. Co.; 6501 S. Alameda St., Los Angeles, Cal. (Cold stge.)  
 Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Elev.)  
 Wilson Corp., J. G.; Box 1194, Norfolk, Va. (Fire)



**VULCAN**  
**"ALL-STEEL"**  
**FIRE DOORS**

Universally Used  
in All Modern  
Fireproof  
Warehouses

Approved by  
Underwriters

Details and Prices  
on Request.

**VULCAN RAIL & CONSTRUCTION CO.**  
 Grand St. and Garrison Ave., Maspeth, N. Y.

## ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Bisney Ave., Oakley, Cincinnati, Ohio.  
 Montgomery Elev. Co.; 30 Twentieth St., Moline, Ill. (Passenger and freight)  
 Otis Elevator Co., Eleventh Ave. & 26th St., New York, N. Y.  
 Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

## ELEVATORS (Portable)

Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo.  
 Barrett-Cravens Co.; 101 W. 87th St., Chicago, Ill.  
 Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.  
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.  
 Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill.  
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.  
 Link-Belt Co.; 2045 Hunting Park Ave., Philadelphia, Pa.  
 Revolvator Co.; 336 Garfield Ave., Jersey City, N. J.

## EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.  
 American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.  
 Boston Excelsior Co.; 29th St. & Eleventh Ave., New York, N. Y.  
 Orange Mfg. Co.; Elizabethtown, N. C.  
 Phillips Excelsior Co.; Chattanooga, Tenn.  
 Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.

## EXTERMINATORS (Rat or Mice)

Ratin Laboratory, Inc.; 116 Broad St., New York, N. Y.

### Good Will Is Easily Destroyed by Evidence of Rat Damage



And it is economy to destroy Rats and Mice, for one rat can in one night do more damage than the cost of RATIN sufficient to exterminate them all.

Ask for references and free circular.

**The RATTIN LABORATORY, Inc.**  
116 BROAD STREET, NEW YORK

## EXTINGUISHERS (Fire)

American-La France and Foamite Corp.; 900 Erie St., Elmira, N. Y.  
 Bridgeport Brass Co.; East Main St., Bridgeport, Conn.  
 Du-Gas Fire Extinguisher Corp.; 11 West 42nd St., New York, N. Y.  
 Elkhart Brass Mfg. Co.; 1302 W. Beardsley Ave., Elkhart, Ind.  
 Oil Conservation Eng. Co.; 877 Addison Rd., Cleveland, Ohio.  
 Pacific Fire Extinguisher Co.; 40 Howard St., San Francisco, Cal.  
 Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.  
 Safety Fire Extinguisher Co.; 299 Seventh Ave., New York, N. Y.  
 Simmons Co., John; 110 Centre St., New York, N. Y.  
**Solvay Sales Corp.; 61 Broadway, New York, N. Y.**  
*(See advertisement elsewhere in this issue.)*  
 Vogel Co., H. G.; 15 W. 37th St., New York, N. Y.

## FREIGHT FORWARDERS (General)

Empire Freight Co. of N. Y., Inc.; 117 Liberty St., New York, N. Y.

### SPECIAL REDUCED FREIGHT RATES With Private Through Car Loadings to and from the Far West and Pacific Coast

**HOUSEHOLD GOODS and AUTOMOBILES**  
An Efficient Service Based on Years of Knowledge and Experience

### BEST FACILITIES FOR CARLOAD DISTRIBUTION

Domestic and  
Foreign Shippers,  
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Distributors



Foreign and  
Domestic Lift Van  
Service for Household Goods

### EMPIRE FREIGHT COMPANY

Incorporated

New York City, N. Y.  
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Boston, Mass.  
93 Huntington Ave.

LOS ANGELES, CAL.  
316 Commercial St.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

## FLOOR REPAIRING MATERIAL

Euclid Chemical Co.; 7012 Euclid Ave., Cleveland, Ohio.  
 Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio.  
 Stonhard Co.; 410 N. Broad St., Philadelphia, Pa.

## FUMIGATING EQUIPMENT

Calcyanide Co.; 60 E. 42nd St., New York, N. Y.  
 Furniture Fumigation Corp.; 100 W. 101st St., New York, N. Y.  
**Haskelite Mfg. Corp.; 120 S. LaSalle St., Chicago, Ill.**  
*(See advertisement elsewhere in this issue.)*

## HOISTS (Chain and Electric)

Atlas Trailer & Water Mufflers, Inc.; U. S. Natl. Bank Bldg., Galveston, Texas.  
 (Elec.)  
 Boston & Lockport Block Co.; 100 Condor St., East Boston, Mass. (Chain)  
 Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia. (Elec.)  
 Chisholm-Moore Hoist Corp.; 4056 Lakeside Ave., Cleveland, Ohio. (Chain)  
 Ford Chain Block Co.; Second & Diamond Sts., Philadelphia, Pa. (Chain)  
 Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and elec.)  
 Hobbs Co., Clinton E.; 208 Chelsea St., Everett Sta., Boston, Mass. (Chain and elec.)  
 Loudon Mch. Co.; 1116 Broadway, Fairfield, Iowa. (Chain)  
 New Jersey Foundry & Mch. Co.; 9 Park Pl., New York, N. Y. (Chain)  
 Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and elec.)  
 Rooper Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)  
 Wright Mfg. Co.; York, Pa. (Chain)  
 Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and elec.)

## INSECTICIDES

American Cyanamid Co.; 535 Fifth Ave., New York, N. Y.  
 Associated Textile Research Lab.; 5416 No. 5th St., Phila., Pa.  
 Barrett Co.; 40 Rector St., New York, N. Y.  
 Calcyanide Co.; 60 E. 42nd St., New York, N. Y.  
 Carbide & Carbon Chemicals Corp.; 30 E. 42nd St., New York, N. Y. (Gas)  
 Cenol Co., Dept. M.; 4250-56 New Crawford Ave., Chicago, Ill.  
 Enos Chemical Co.; 2367 Logan Blvd., Chicago, Ill.  
 Furniture Fumigation Corp.; 100 W. 101st St., New York, N. Y.  
 Girard Co., Inc.; Fifth Fourth Ave. and Franklin, Minneapolis, Minn.  
 Gottlieb Chemical Co.; 148 W. 24th St., New York, N. Y.  
 Grasselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.  
 Guaranteed Exterminating Co.; 11 W. 42nd St., New York, N. Y.  
 Potter Mfg. Co., Inc.; Dept. H; 12 Henry St., Bloomfield, N. J.  
 Wells, E. S.; Jersey City, N. J.  
 West Disinfecting Co.; 42-16 Barn St., Long Island City, N. Y.  
**White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.**



## DON'T RISK MOTHS

*This Sure Way Keeps Them Out!*

Take no risks—wrap carpets, rugs, draperies, etc., with WHITE TAR Paper. Forty inches wide, in rolls of from 50 to 1000 yards.

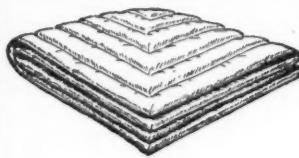
Other White Tar products: Naphthalene Flakes, Moth Proof Bags, Cedar Paper, White Tar Moth Spray, Moth Balls, Crystals, Powder and Blocks.

**The White Tar Company of New Jersey, Inc.**

A Subsidiary of The Koppers Company  
**Dept. W., Belleville Turnpike, Kearny, New Jersey**  
 Telephone: Kearny 3600

**PADS (Canvas Loading)**

Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.  
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.  
**Canvas Specialty Co., Inc.; 200 Canal St., New York, N. Y.**  
 Chicago Quilt Mfg. Co.; 1357 Roosevelt Rd., Chicago, Ill.  
 Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.  
 Erick & Co.; Fred; 36th St. at Third Ave., Brooklyn, N. Y.  
**Everlast Textile Mfg. Co., Inc.; 19 E. 21st St., New York, N. Y.**  
**Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.**  
 Goss Co., J. C.; Woodbridge & Bates Sts., Detroit, Mich.  
 Gotch Co., Walter M.; 630 W. Adams St., Chicago, Ill.  
 Hetrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.  
 Humphry's Sons, R. A.; 1020 Callowhill St., Philadelphia, Pa.  
 Louisville Bedding Co.; Louisville, Ky.  
 Marsh Bedding Co.; Clifford W.; 1501 Freeman Ave., Cincinnati, Ohio.  
 Marsh Co., Chas. A.; 1139 Bank St., Cincinnati, Ohio.  
 Mallett Textile Co.; 183 Mercer St., New York, N. Y.  
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.  
**New Haven Quilt & Pad Co.; 80 Franklin St., New Haven, Conn.**  
 Olson Mfg. Co., M.; 258 Hudson Ave., Rochester, N. Y.  
 Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.  
 Standard Garment Co.; Michigan & Orange St., Toledo, Ohio.  
 Union Carpet Lining Co.; New London, Conn.  
 Wagner Awning Co.; 2655 Scranton Rd., Cleveland, Ohio.  
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.  
 Wilcox Co., M. I.; 210 Water St., Toledo, Ohio.

**IRON HORSE**

Furniture Pads are now lower in price than at any time in SEVENTEEN YEARS.

Sizes cut 36 x 72, 54 x 72, 72 x 72, 80 x 72

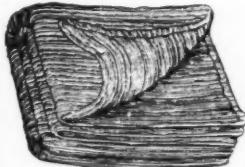
**ORDER NOW FOR ALL 1932**

Van Linings Grand Covers Tie-Tape

**CANVAS SPECIALTY CO., Inc.**  
**200 CANAL ST. NEW YORK CITY**



Reg. U. S. Pat. Off.

**Furniture Pads**

Lowest prices in years

36 x 72 cut 54 x 72  
 72 x 72 sizes 80 x 72

Order Now for Fall 1932

We also manufacture Van Liner Pads, Piano Covers, Radio Covers—Refrigerator Covers and Tie Tapes. All kinds of special work.

**EVERLAST TEXTILE MFG. CO.**

19 East 21st St., New York City

Terms 2% 10 days—30 days net approved credit. F.O.B. N. Y.

**Fulco Gilt-edge FURNITURE PADS**

New, low prices on extra-quality pads easily identified by the brilliant gilt-edge webbing at ends. Webbing gives longer life. Generous thickness assures perfect protection. Filler positively will not lump.

Write for prices and complete information on Furniture Pads, Tarpsaulins and Burlap.

**Fulton Bag & Cotton Mills**  
*Manufacturers Since 1870*

Atlanta St. Louis Dallas  
 Minneapolis Brooklyn New Orleans Kansas City, Kan.

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# The Greatest Furniture Pad Buy in History

America's Finest and Longest Wearing Pad

**DREADNAUGHT FURNITURE PADS**

36" x 72" cut size @ \$10.50 per doz.

54" x 72" cut size @ \$11.50 per doz.

72" x 80" cut size @ \$18.00 per doz.

2% / 10 / 30 days net on approved credit f.o.b. New Haven.

**WE ALSO MANUFACTURE**

Van Liner Pads, Piano Covers, Canvas Tarpsaulins, Scotch Dundee Burlap, Radio Covers, Electric Refrigerator Covers and all kinds of Special Covers.

*America's Largest Pad Manufacturers Since 1910*

**NEW HAVEN QUILT & PAD CO.**  
 NEW HAVEN, CONN.

**PADS (Excelsior Wrapping)**

Allen, Inc., Charles M.; Fulton, N. Y.  
 American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.  
 Boston Excelsior Co.; 29th St. and Eleventh Ave., New York, N. Y.  
 Dale Bros. Excelsior Pad Co., Grand Rapids, Mich.  
 Dupre Mfg. Co.; North Ave., N. E. & So. Ry., Atlanta, Ga.  
 Excelsior Supply Co.; Second & Smith Sts., Cincinnati, Ohio.  
 Indiana Excelsior Co.; S. Keystone Ave. & Belt R.R., Indianapolis, Ind.  
 Orange Mfg. Co.; Elizabethtown, N. C.  
 Pioneer Paper Stock Co.; 424 W. Ohio St., Chicago, Ill.  
 Rochester Pad & Wrapper Co.; 1464 Lyell Ave., Rochester, N. Y.  
 Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.  
 Washington Excelsior & Mfg. Co.; Ft. of Main St., Seattle, Wash.  
 Webster Bros. & Conover Mfg. Co.; Mason City, Iowa.

**PAPER PACKING MATERIAL**

Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.  
 Kimberly Clark Co.; 8 S. Michigan Ave., Chicago, Ill.  
**Pilcher-Hamilton-Daily Co.; 349 W. Ontario, Chicago, Ill.**  
 Pioneer Paper Stock Co.; 424 W. Ohio St., Chicago, Ill.  
 Rochester Folding Box Co.; Boxart St., Rochester, N. Y. (Fibredown)

**FOXWRAP**

THE IDEAL WRAPPING PAPER

**FOXCO**

PAPER FURNITURE COVERS

**TWINES****VAN PADS**

Pilcher-Hamilton-Daily Company  
**349 West Ontario**  
 Chicago, Ill.  
 GEORGE S. FOX, MANAGER, WAREHOUSE SUPPLY DEPT.



## Cut Handling Costs

GET lift truck service at hand truck cost with American Pressed Steel Hand Trucks and American Truk-Paks. A large Philadelphia Freight Transfer finds 45% to 50% savings in time and labor, through the use of this American Team. Other users report similar savings.

Built entirely of durable steel, American Trucks and Truk-Paks seldom, if ever, require repairs. Trucks are carefully balanced on Alemite-lubricated wheels for easy maneuverability, smooth, swift action. American Trucks and Truk-Paks are available through dealers everywhere. Ask to see them, or write concerning special money-back trial offer.

**THE AMERICAN PULLEY CO.**  
4200 WISSAHICKON AVENUE, PHILADELPHIA, PA.

Here Are Two  
Good Types

of  
**FAIRBANKS**  
**HAND-TRUCKS**

We have hundreds of  
other styles for you to  
select from. Write us.



**The FAIRBANKS Company**  
Boston New York Pittsburgh  
Distribution Everywhere

## PAPER (Tar)

White Tar Co.; Dept. W., Belleville Turnpike, Kearney, N. J.  
(See advertisement elsewhere in this issue)

## PARTITIONS (Steel)

Cyclone Fence Co.; Box 517, Waukegan, Ill.  
Ebinger Sanitary Mfg. Co., D. A.; 180 Lucas St., Columbus, Ohio.  
Edwards Mfg. Co.; 529 Eggleston Ave., Cincinnati, Ohio.  
Hauserman Co., E. F.; 6981 Grant Ave., Cleveland, Ohio.  
Mills Co., The; Wayside Rd. & Nickel Plate R. R., Cleveland, Ohio.  
Page Fence Assn.; Dept. Z, 520 N. Michigan Ave., Chicago, Ill.  
Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.  
Smith, F. P., Wire & Iron Works; Fullerton, Clybourn & Ashland Aves. &  
Chester St., Chicago, Ill.

## PIANO DERRICKS AND TRUCKS

Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.  
Donnelly Son & Putnam; 92 Sunswick St., Long Island City, N. Y.  
Fairbanks Co.; 393-399 Lafayette St., New York, N. Y. (Trucks  
only)  
Self-Lifting Piano Truck Co.; Findlay, Ohio.  
(See advertisement elsewhere in this issue.)

## RACKS (Storage)

Barrett-Cravens Co.; 101 W. 87th St., Chicago, Ill.  
Berger Mfg. Co.; 1039 Belden Ave., N. E., Canton, Ohio.  
De Luxe Metal Furniture Co.; 205 E. 42nd St., New York, N. Y.  
Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.  
Heller & Sons, P. A.; 219 Griswold St., Detroit, Mich.  
Koenig & Co., Edward L.; 589 W. Lake St., Chicago, Ill.  
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.  
Lupton's Sons Co., David; 2270 E. Allegheny Ave., Philadelphia, Pa.  
Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.  
Market Forge Co.; Garney St., Everett, Mass.  
Medart Mfg. Co., Fred; Pontiac & DeKalb Sts., St. Louis, Mo.  
New Britain Mchc. Co.; 140 Chestnut St., New Britain, Conn.  
Revolator Co.; 336 Garfield Ave., Jersey City, N. J.

## RECORDERS (Motor Truck)

Electric Tachometer Corp.; Broad & Spring Garden Sta., Philadelphia, Pa.  
Ohmer Pace Register Co.; 740 Bolander St., Dayton, Ohio.  
Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.  
Stewart-Warner Speedometer Corp.; Diversy Blvd., Chicago, Ill.  
U. S. Recording Instruments Corp.; 511 W. 54th St., New York, N. Y.  
Veeder Mfg. Co.; 54 Sargent St., Hartford, Conn.

## TRAILERS (Motor Truck)

Freuehauf Trailer Co.; 10936 Harper Ave., Detroit, Mich.  
(See advertisement elsewhere in this issue.)  
General Motors Truck Co.; Pontiac, Mich.  
(See advertisement elsewhere in this issue.)  
Gramm Motors, Inc.; Delphos, Ohio.  
Highway Trailer Co.; Edgerton, Wis.  
Reo Motor Car Co.; Lansing, Mich.  
Stoughton Co.; Stoughton, Wis.  
Trailer Co. of America; Cincinnati, Ohio.  
Truck Equipment Co.; 1791 Fillmore Ave., Buffalo, N. Y.  
Utility Trailer Mfg. Co.; Los Angeles, Cal.

## TRUCKS (Hand)

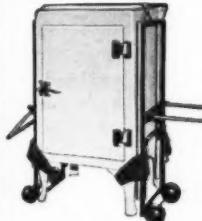
American Pulley Co.; 4200 Wissahickon Ave., Philadelphia,  
Pa. (All steel stevedore)  
Anderson Box & Basket Co., Drawer No. 10, Audubon District, Henderson, Ky.  
(Platform)  
Barrett-Cravens Co.; 101 W. 87th St., Chicago, Ill. (Lift, stevedore and platform)  
Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)  
Chase Dry & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.  
Clark Co., Geo. P.; 4 Canal St., Windsor Locks, Conn. (Lift, platform and  
stevedore)  
Colson Co.; Box 550, Elvira, Ohio. (Platform and stevedore)  
Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)  
Excelior Plimptruck Co.; Woodland Ave., Stamford, Conn. (Lift, platform and  
stevedore)  
Fairbanks Co.; 393-399 Lafayette St., New York, N. Y. (Lift,  
platform and stevedore)  
Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.  
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.  
Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.  
Howe Scale Co.; Rutland, Vt.  
Jarris & Jarris, Inc.; 200 S. Main St., Palmer, Mass.  
Kent Machine Co.; Kent, Ohio.  
Koenig & Co., Edward L.; 569 W. Lake St., Chicago, Ill. (Lift, platform and  
stevedore)  
Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)  
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and  
stevedore)  
Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)  
McKinney Mfg. Co.; Liverpool & Metropolitan Sta., Pittsburgh, Pa. (Stevedore)  
Marion Malleable Iron Works; Box 689, 925 Miller Ave., Marion, Ind. (Dolly)  
Market Forge Co.; Garney St., Everett, Mass.  
Menasha Wood Split Pulley Co.; P. O. Box No. 3, Menasha, Wis. (Lift and  
stevedore)  
Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.  
Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.  
Nutting Truck Co.; 252 Kinzie St., Chicago, Ill. (Platform and stevedore)  
Orangeville Mfg. Co.; Orangeville, Pa. (Stevedore)

**TRUCKS (Hand) Continued**

Revibrator Co.; 336 Garfield Ave., Jersey City, N. J. (Lift)  
 Saginaw Stamping & Tool Co.; Saginaw, Mich.  
**Self Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)**  
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich. (Platform and dolly)  
 Streich & Bro., A.; 318 Eighth St., Oshkosh, Wis.  
 Transmission Ball Bearing Co., Inc.; 1005 Empire Rd., Buffalo, N. Y. (Elevating and changeable platform)  
 Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates Sts., Indianapolis, Ind. (Platform)  
 Warren Mfg. Co.; 10 Exchange St., Chicopee, Mass.  
 Warsaw Elevator Co.; 216 Fulton St., Warsaw, N. Y. (Platform and stevedore)  
 West Bend equipment Co.; 200 S. Water St., West Bend, Wis.  
 Western Wheelbarrow Mfg. Co.; So. Fort Smith, Ark. (Platform and stevedore)  
 Whitehurst Mfg. Co., R. W.; Cooke & Smallwood Sts., Norfolk, Va. (Platform, stevedore and dolly)  
 Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Lift and platform)

**TRUCKS (Refrigerator)**

R. & R Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.  
 Self Lifting Piano Truck Co.; Findlay, Ohio.



**Y**OU can make far more money even at reduced prices for your service when you handle and deliver refrigerators with an Easy-Way Carrier. Write for information about this new better method and equipment for handling.

You pay nothing extra for swivel wheels on the Easy-Way. Every Easy-Way is complete in every detail. Buy direct from manufacturer and save \$10 to \$15.

**R & R APPLIANCE CO., INC.**  
**FINDLAY, OHIO**

**TRUCKS (Tiering)**

Atlas Car & Mfg. Co.; 1100 Ivanhoe Rd., Cleveland, Ohio.  
 Clark Tractor Co.; Battle Creek, Mich. (also Lifting)  
 Crescent Truck Co.; 185 N. Tenth St., Lebanon, Pa.  
 Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.  
 Elwell-Parker Elec. Co.; 4110 St. Clair Ave., Cleveland, Ohio.  
 Excelsior Plimtruck Co.; Woodland Ave., Stamford, Conn.  
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.  
 Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.  
 New Jersey Fdry. & Machine Co.; 9 Park Place, New York, N. Y.  
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.  
 Terminal Eng. Co.; 17 Battery Pl., New York, N. Y.  
 Wright-Hibbard Ind. Elec. Truck Co.; Phelps, N. Y.  
 Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa.

**VAULTS (Fumigation)**

Calcyanide Co.; 60 E. 42nd St., New York, N. Y.  
 Furniture Fumigation Corp.; 100 W. 101st St., New York, N. Y.  
**Haskelite Mfg. Corp.; 120 S. LaSalle St., Chicago, Ill.**  
*(See advertisement elsewhere in this issue.)*

**WORK SUITS AND UNIFORMS**

Carhartt-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.  
 Courtney & Son, Thomas; 310 Spring St., New York, N. Y.  
 Globe Superior Corp.; Lock Drawer C, Abingdon, Ill.  
 Hart Mfg. Co.; 101 E. Livingston St., Columbus, Ohio.  
 Hirsch-Weis Mfg. Co.; 205-209 Burnside St., Portland, Ore.  
 Industrial Garment Co.; 100-03 Liberty Ave., Ozone Park, Long Island, N. Y.  
 Lamb Eng. Co.; 1301 Wabash Ave., Terre Haute, Ind.  
 Lee Mercantile Co., H. D.; 20th & Wyandotte Sts., Kansas City, Mo.  
 McDonald Mfg. Co., H. L.; Twelfth & Peoria Sts., St. Joseph, Mo.  
 Motor Suit Mfg. Co.; 305 W. Ninth St., Kansas City, Mo.  
 Nunnally & McCrea Co.; 104-6 Mitchell St., S.W., Atlanta, Ga.  
 Oberman Mfg. Co., D. M.; P. O. Drawer 68, Jefferson City, Mo.  
 Bissman & Son, John; 841 Blue Island Ave., Chicago, Ill.  
 Scott Mfg. Co., Cyrus W.; Houston, Texas.  
 Standard Garment Co.; Michigan & Orange Sts., Toledo, Ohio.  
 Stranis & Co., Levi; 98 Battery St., San Francisco, Cal.  
 Sweet, Orr & Co.; 15 Union Square, New York, N. Y.  
 Waco Garment Mfg. Co.; P. O. Box 134, Waco, Texas.  
 Welch-Cook-Beals Co.; 321-23 S. Third St., Cedar Rapids, Iowa.  
 Zions' Co-oper. Merc. Institution; P. O. Box 2300, Salt Lake City, Utah.

**WHEELS (Industrial Truck)**

Divine Bros. Company; 101 Whitesboro St., Utica, N. Y.  
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.  
*(See advertisement elsewhere in this issue.)*

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

**Designed for Economy and Protection****X-70  
Refrigerator  
Trucks**

Reduce labor costs 33%, permit easier handling, and prevent damaging cabinets, floors, walls and woodwork.

Light, all-steel frame; 4-inch rubber tired wheels; top casters for tilting and rolling into delivery truck. Only pads touch cabinet. Fit all cabinets with or without legs. Ball Bearing Swivel Casters on one end \$5 extra

**\$34.50**

Also Ideal for Handling Upright Pianos!

**Buckeye Sill Piano Trucks**

permit sure, easy, economical handling of uprights, baby grands and grands, eliminating scraping or marring of floors. Center wheel construction allows balancing and turning without lifting.

*Write Today for Literature*

**Self-Lifting Piano Truck Co.**

*Manufacturers of Trucks for 32 Years*

Findlay, Ohio

**Down Go  
Trucking Costs . . .**

Rough concrete floors . . . extremes of heat and cold . . . frequent overloading are common costly conditions in many plants and warehouses.

Keep your trucking costs DOWN and reduce floor wear with Divine Canvas Cushion Wheels. Built of tough, laminated canvas, compressed into almost a solid, the canvas cushion tread has a natural resiliency. Runs silently; protects all types of floors. Never becomes flat or frayed, regardless of load. This type of wheel ends replacement expense; many cases of 10 to 15 years service. Want full details?

**Write to Divine  
Brothers Company, 101  
Whitesboro St., Utica,  
N. Y.**



**Divine CANVAS CUSHION TRUCK & CASTER** **Wheels**

# WAREHOUSE DIRECTORY

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

## "Andy Says"

**A**S I write this, the next President of the United States remains in doubt. Each of us may know for whom we intend to cast our vote, and that fortunate man is the one (in most cases) whom we think will win the election.

Again, we have the feeling that if our candidate wins, we win and business will be better for the next four years. On the other hand, we may assume that if our candidate loses, we lose too, and that we must face another four years of depression.

I take my politics as seriously as most other business men—a great deal more seriously than some I know—so don't misunderstand me when I say it does not matter nearly so much, from the viewpoint of your own business as to who will be elected the next President of the United States as it does as to who will be president of your own business this coming four years, and what his policies will be during this period.

If you reflect confidence in yourself and confidence in your business, then will automatically follow the confidence in your next President of the United States, no matter who he is to be.

The main questions are these:

"What are my policies to be in regard to my business? Am I prepared for the upward trend in all lines of business in the future, and am I to promote my business so I may obtain my share of it?"

Or:

"I am entirely unprepared for the future and must continue to retrench by cutting this or that."

There is only one answer, unless you positively intend to liquidate your business.

Thousands of factories and other lines of business are liquidating without knowing it.

They are withdrawing their names from the advertising pages of the periodicals where they could always be found; they have taken their man off the road to save traveling expense. That's bad even in bad times, while others who depended largely on direct mail promotion have

been cutting that down or out entirely to save postage.

The time is here when we must encourage the firm which travels its men, by giving the sales representative our business while he is on the spot. Don't say "We'll mail it in." It means much to him to get the order himself and probably does more than you know in helping him hold his job, which means one less in the army of the unemployed.

Likewise, encourage the man who advertises his services, wares or what not by telling him where you saw his advertisement. He, like you, appreciates knowing where his advertising is clicking. TELL HIM. It costs you nothing to do this.

Let's make next year the beginning of a new progressive business policy—a policy to replace your confidence in others if you are to expect them to place theirs in you.

**O**UR work on the 1933 ANNUAL WAREHOUSE DIRECTORY ISSUE of *Distribution and Warehousing* is progressing satisfactorily. An entirely new compilation is being made—a new questionnaire has been developed and sent to every warehouse company in the land.

If this form is not returned to us, then it becomes our duty to say whether the old listing, as it appeared in the 1932 or previous editions, may be repeated or omitted entirely.

We do not expect to publish any edition of this important Directory without there being mistakes, omissions, etc., but where these occur, it is seldom our fault. Tracing each instance back in our files, we can usually prove negligence on the part of the warehouseman in failing to mail either his free listing or his advertising "copy" on time, or maybe not at all.

Help us to make this next edition of the Directory number one of the outstanding issues of all time. Send your advertising and listing information to reach us by December 1 without fail.

*"Andy"*

## CONVENTION CALENDAR

(Annual or Semi-Annual Meetings)

Nov. 18-19.....Southern Warehousemen's Association.....Knoxville
December .....Detroit Furniture Warehousemen's Association.....Detroit
December .....Grand Rapids, Transfer & Storagemen's Association of Grand Rapids
December .....Illinois Association of Merchandise Warehousemen.....Chicago
December .....Michigan Furniture Warehousemen's Association....To be announced

December .....	New Jersey Merchandise Warehousemen's Association. To be announced
Jan. 9 or 10....	American Chain of Warehouses.....Cincinnati
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 Universal Term. Whse. Co.

**WEATHERHIMER**  
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**Merchants Tfr. & Sige. Co.**

**MUEGGE-JENNIFER**  
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BIRMINGHAM, ALA.

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MONTGOMERY, ALA.

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Low Insurance Rate Bonded Trucking Service  
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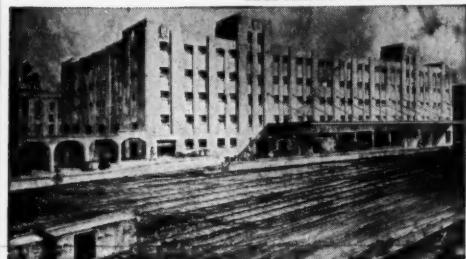
Low Insurance Quick Service

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**STORAGE AND DISTRIBUTION**



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Spur Tracks  
Low Insurance  
Cartage Service  
Merchandise Exclusively

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**Welch Grape Juice**  
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**FAST—EFFICIENT—SAFE**  
OUR SERVICE INCLUDES  
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**HANDLING — SHIPPING**

Jennings-Nibley Service will efficiently take care of your storing, handling and shipping problems in general merchandise. Pool car distribution, expert traffic management, and daily truck service to all parts of the city.

Buildings sprinklered throughout 180,000 sq. ft. Low insurance rates. Spur track facilities. Negotiable receipts issued for loan purposes and accepted by all banks.

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**Household Goods and Merchandise**

Consign your shipments for Hollywood, Beverly Hills, and Los Angeles direct to us. We will insure you satisfied customers. A complete service.

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Reinforced Concrete Building  
Centrally Located in Metropolitan District  
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*Centrally located — Uncongested district  
Loading dock accommodations for 22 trucks*

**GENERAL MERCHANDISE STORAGE**

**POOL CAR DISTRIBUTORS**

*Complete Warehousing & Trucking Service*

*Cyanide Fumigating—Carload Capacity*

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General  
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and  
Distribution



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COOL ROOM ACCOMMODATIONS

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**PRUDENTIAL**  
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LOS ANGELES, CAL.

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General Merchandise  
Storage and Distribution

56 Motor Trucks  
Desirable Private  
Offices—Desk Space  
—Phone Service

A superior service in  
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clerical detail that cost  
no more than you pay  
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complete Moving, Packing,  
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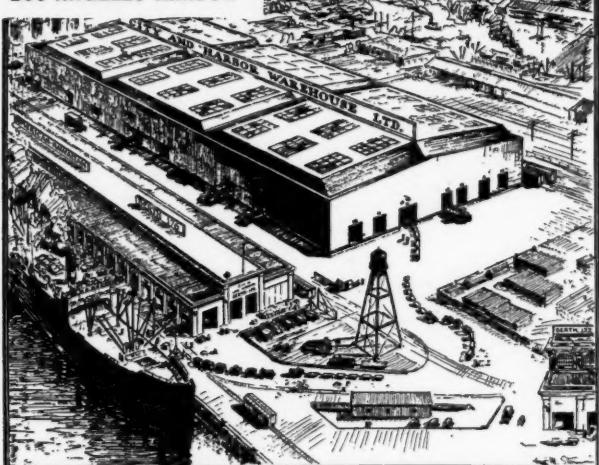
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**WILSHIRE**  
Fireproof Storage



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**"Dasco"** Steel Cutlery and  
Tools  
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MERCHANTISE AND COMMODITY WAREHOUSING  
AT SHIPSIDE

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80,000 square feet on one floor adjoining docks of American-Hawaiian, Williams Line, McCormick, Munson and Oceanic &amp; Oriental Steamship Lines.

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Combining increased efficiency with low tariff.  
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Inquiries solicited from responsible firms interested in term leasing of manufacturing and distribution facilities built to specification on adjoining land.

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Terminal at First, Brannan and Federal Streets  
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A Complete Service for the Warehousing and Distribution of General Merchandise

Warehousing, Distribution, Draying, Office Accommodations, Telephone Service. Space for Lease

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Distribution Service, Inc.

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Complete Warehousing, Distribution and Drayage Service from our six centrally located San Francisco Warehouses.

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ESTABLISHED 1901  
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INC. 1912

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GENERAL MERCANDISE STORAGE AND  
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SPRINKLER SYSTEM WAREHOUSE  
FREE SWITCHING FROM ALL RAILROADS  
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If your product has merit, if your policy is sound, if you will tell your story to your prospective customers, and if you will continue to tell it long enough, you are bound to succeed.

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Service Complete for the Warehousing and Distribution of General Merchandise, Heavy Machinery and Household Goods

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Household Goods in Separate Rooms  
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Long Distance Moving

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Private seven-car Siding, adjacent to Steamship and  
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Pool and stop over cars distributed.  
Motor Truck Service to all towns in Connecticut.  
Low Insurance Rate. Prompt, Efficient Service.

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MEMBER: CONN. WAREHOUSEMEN'S ASS'N.

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**WESTON**  
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Storage Warehouses  
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Storage Packing Shipping  
Gen. Merchandise Storage  
Pool Car Distribution



## WASHINGTON, D. C.



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COMPANY**  
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(See Page Advertisement Directory Number)

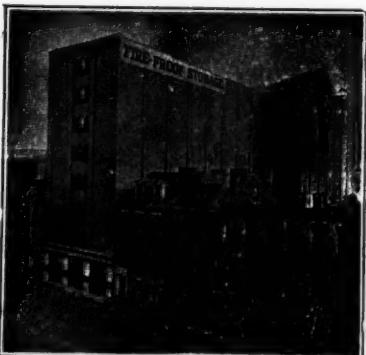
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PACKING  
SHIPPING**

Pool Car  
Distribution  
General Hauling

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One word won't tell them what you are, you've got to keep on talking;  
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*Bend to DISTRIBUTION & WAREHOUSING  
by George S. Lovejoy.*

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Building**

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MOVING**

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STORING  
SHIPPING**



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Service

Modern Fireproof Warehouse  
We are prompt in all things.  
Distributors of Pool Cars

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Reconsigning—Trucking Service—Trackage 52 Cars  
Reinforced Concrete—Sprinkler System  
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Members A.W.A.—A.C.O.W.—J.W.A.

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**Simmons Medicines**

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and consult the Shippers' Index

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of Household Goods and Pianos; 20 covered vans and open trucks; Fireproof Storage Warehouse with Trackage. Located on S. A. L. Ry.  
*Member, Southern Warehousesmen's Association*  
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**TRANSFER & STORAGE CO., Inc.**

Fireproof Constructed Warehouses  
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Pool Car Distribution and L.C.L.  
Government Bonded  
N. F. W. A. Members

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Members NFWA, SOWA

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Let "The Safest Place in Tampa" Serve You in "The Land of the Sun".

Tampa is the logical port from which to serve all of Florida.  
Lowest Average Freight Rates.  
Best Services.  
Carry Your Florida Stock AT

HOUSEHOLD GOODS  
STORAGE  
MOVING—PACKING  
SHIPPING

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**TAMPA, FLA.**  
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INCORPORATED  
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"Atlanta's Largest"

**MONROE BONDED WAREHOUSES**

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Private Railroad Sidings—Concrete Warehouses

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General Storage—Re-Consigning—Distributing—Forwarding—Prompt and Efficient Service—Exceptional Facilities  
Custom House Brokers.

Track Connections with all Railroads and Steamship Docks

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consign to us and the same will be given our best attention.  
Modern Concrete Warehouses. Collections promptly remitted.

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Merchandise Warehousing & Forwarding  
Negotiable Warehouse Receipts Issued  
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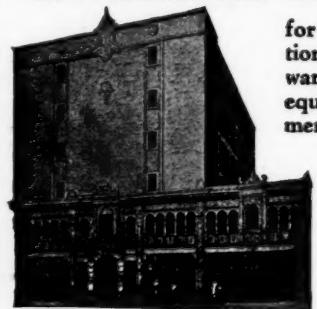
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SHIPMENTS TO US  
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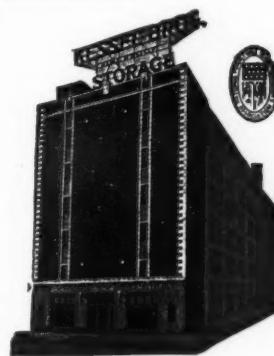
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Our large, modern fire-proof warehouse is always at your service. We also maintain an efficient, completely equipped packing and shipping department. Long distance moving a specialty.

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LARGE AND SMALL SHIPPERS  
THREE MODERN MERCHANDISE  
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The reputation for effective, careful handling of merchandise distribution—built up by years of experience—is being consistently maintained by the capable Railway Terminal organization.



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Three warehouses close to the Loop—Direct railroad connections—Dock space—Office and warehouse space for rent—U. S. Customs Bond—Loans made on standard merchandise—Low insurance rates—Direct tunnel connection—Fumigation service.

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Complete facilities for the Storage, Removal, Packing or Shipping of

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Modern building, mill construction, sprinklered. Private sidings PRR and CM&St.P&P. All loading and unloading under cover.

Adjacent to The Loop and wholesale sections of Chicago. Motor truck, electric truck and team service.

Modern office space available in warehouse building.

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Merchandise Storage—Pool Car Distribution

Less Carloads To and From All Trunk Lines,  
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handled without Cartage Charges.  
Cool Temperatures—Candy Stored All Year

Ground Floor Warehouse Spaces With or Without  
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Represented by

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(ESTAB. 1903)

STORAGE CARTAGE RESHIPPING LOANS

LOCATED IN THE CENTER OF DISTRIBUTION

FINEST RAILROAD FACILITIES

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WESTERN Service brings you close to your market. It is "Chicago's Big Downtown Warehouse," located at the edge of the Loop and in the heart of the wholesale, jobbing and railway terminal districts. No cartage charges in forwarding out-of-town shipments.

Here are unlimited facilities and the will to be genuinely helpful in aiding your distribution and sales. Consult us. Details gladly furnished.

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Chicago Shipments  
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*Large Shippers of Household Goods*

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The only fireproof warehouse in Danville. Storage for household goods and Merchandise Distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

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**MERCHANDISE STORAGE AND DISTRIBUTION**

Best distributing point in Middle West.  
Located on five Trunk Lines and Outer Belt which connects with every road entering Chicago.  
No switching charges.  
Chicago freight rates apply.

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MOVING—PACKING—SHIPPING—STORAGE  
LOCAL AND LONG DISTANCE HAULING  
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OFFICE AND WAREHOUSE  
CORNER GOVERNOR AND ILLINOIS STREET  
We protect your interests and satisfy your customer

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Combination River-Rail Truck Terminal &  
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FIREPROOF AND NON-FIREPROOF BUILDINGS.  
Pittsburgh, Fort Wayne & Chicago R. R.; Grand Rapids & Indiana R. R.;  
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We have our own truck line and are equipped to make prompt deliveries  
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Members N.F.W.A., Allied Van Lines

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**Transfer and Fireproof Warehouse**  
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LOW INSURANCE—POOL CARS DISTRIBUTED—  
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222 W. Merrill St., Indianapolis, Ind.

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Free Switching

Modern Facilities

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General Merchandise Cold Storage. Pool Car Distribution and Checking Out. All Merchandise on Check Out Cars Placed on Platform Ready for Delivery.

CCC & St. L. R.R.

Modern Truck Equipment.

INDIANAPOLIS, IND.



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DELIVERY  
in Indianapolis and

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We maintain a state-wide overnight system from the CENTRAL UNION TRUCK TERMINAL at Indianapolis. Two dozen motor lines, running to 600 Indiana cities and towns, are ready to give you rapid, safe Overnight Store Door Delivery.

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INSURED

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Warehousing, Local Delivery and Trackage Facilities in Twelve Indiana Cities. Write for full particulars.



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Private R.R. Track Capacity 21 Cars connecting with all Lines.

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FIREPROOF WAREHOUSE, PRIVATE SIDING  
Distribution of Merchandise and H. H. Goods  
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YOU REACH ALL OF IOWA  
THROUGH DES MOINES

Let us send you a map showing how easy it is to cover the State from Des Moines.

Write us for any information you may need for distribution in IOWA.

BLUE LINE STORAGE COMPANY



The Men Who Distribute

WHITALL TATUM  
DRUGGISTS' SUNDRIES

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and consult the Shippers' Index

## DES MOINES, IOWA

**200 Package Cars Daily Out of Des Moines**  
Offers a quick distribution.  
**TRY OUR SUPERIOR SERVICE**  
35 years' warehousing nationally known accounts gives you Guaranteed Service  
Daily reports of shipments and attention to every detail.  
Write for free shipping and service map.

**MERCHANTS**  
TRANSFER & STORAGE CO.  
DES MOINES, IOWA  
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(PLEASANT J. MILLS)  
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Moving, Packing, Shipping, Consolidators and Forwarders  
Fireproof and Non-Fireproof Storage of  
**AUTOMOBILES, INFLAMMABLES, HOUSEHOLD GOODS**  
**MERCHANDISE (All Kinds)**  
Private Sidings—Free Switching to and From All Lines Entering Des Moines  
(Lowest Insurance)  
Member: A. W. A., N. F. W. A., Ia. W. A., Mo. W. A.

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On the Mississippi where the rates break. The logical point to distribute from. For South Western Wisconsin, North Western Illinois and North Eastern Iowa.

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Experience—Facilities—Ability  
Ship via  
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Pool Car Distribution  
Warehousing and Transportation Service

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Hub of Northern Iowa and Southern Minnesota Territory  
**MASON CITY WAREHOUSE CORP.**  
Fireproof Storage of All Kinds  
**MASON CITY, IOWA**  
Served by: C&NW, CRI&P, CGW, CMS&P&M&StL RAILWAYS

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**Pet Evaporated Milk**

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Warehousing and Distribution of Pool Cars.  
Private Switch Tracks. Connection with C. R. I. & P.—O. B. & Q.—  
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A Fleet of ten Motor Trucks  
Can take care of your every requirement on Merchandise and Household Goods.  
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Motor Truck Service

Distributing and Warehousing All Classes of Merchandise, Household Goods and Automobiles

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An Ideal Distribution Point for Kansas.  
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**THE UNDERWOOD TRANSPORT CORP.**

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Private siding — Free switching — Pool car distribution

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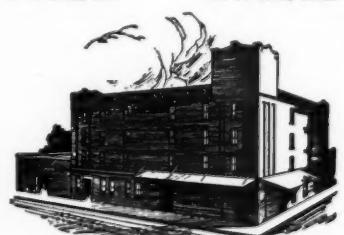
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Storage Co.,  
Inc.

Established 1880

Three Houses for  
Merchandise and  
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Private switch connections with the A. T. & S. F., C. R. I. & P., U. P., and M. P. Free switching. Motor service. Prompt remittance of advanced charges and collections. POOL CAR DISTRIBUTION, accurately and promptly. 75,000 sq. ft. Investment \$200,000. We solicit your shipments.

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A Modern Distribution and  
Warehousing Service

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Not something for nothing, but doing what you want  
done intelligently, economically and promptly.

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CASSELL TRANSFER & STORAGE COMPANY

WICHITA, KANSAS

Fireproof Storage and Sprinkler System

123-124-125 North Rock Island Ave.

In the Heart of the Wholesale District

Established in 1921

We offer every service known to modern warehousing  
and distribution.

Our rates are reasonable. Will quote by request.  
All inquiries cheerfully answered, and references  
furnished.

Member: K. W. & T.—Wich. T. & A.

WICHITA, KANSAS

The Central Warehouse and Storage Corporation

135-141 North Santa Fe Street, Wichita, Kansas

Established 1914

Merchandise Storage Only

We have over 50,000 square feet storage space. Storage and distribution rates quoted on application. Reinforced steel and concrete, fire-proof building. Very low insurance rates. One hour watchmen service. Located on the Wichita Terminal Associations and Atchison, Santa Fe railroad track. Chicago Rock Island, St. Louis, San Francisco, Missouri Pacific Railroad. Own private track with facility to handle six cars. Local distribution by our own trucks. We specialize in pool car service.

"Courtesy and Service"

WICHITA, KANSAS

MID-CONTINENT  
WAREHOUSE COMPANY

BONDED

East William St., Commerce to Santa Fe

MERCHANDISE STORAGE  
DISTRIBUTION

A SUPERIOR SERVICE REASONABLY  
AND INTELLIGENTLY RENDERED

CHAS. KNORR, Manager

Telephone 3-5289

Forty years' experience in handling merchandise

The Men Who Distribute

American Crayons

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

WICHITA, KANSAS



STORAGE  
FORWARDING  
AND  
DISTRIBUTING

CAPITAL \$100,000.00

Write for our booklet

"DISTRIBUTION FACTS FOR TWO BIG MARKETS"

WICHITA, KANS.  
815 East 2nd St.

KANSAS CITY, MO.  
2114 Central St.

Member of A. W. A.

LEXINGTON, KY.

THE UNION  
TRANSFER and STORAGE  
COMPANY, Inc.

THREE LARGE  
WAREHOUSES

Fireproof and Non Fireproof. Centrally Located.  
Warehouses on Private Sidings. Free Switching Charges.  
DISTRIBUTION OF POOL CARS A SPECIALTY  
MERCHANTS AND HOUSEHOLD GOODS  
WE FURNISH MOTOR TRUCKS AND TEAM SERVICE

Member American Chain of Warehouses

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EMANUEL LEVI, Pres.

W. L. STODGHILL, Gen. Mgr.

FIREPROOF STORAGE COMPANY, Inc.

308 W. LIBERTY ST.

MODERN FIREPROOF H. H. GOODS DEPOSITORY

MOVE—PACK—SHIP

Member S. W. A.

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Louisville Public Warehouse Company

25 WAREHOUSES

\$750,000 CAPITAL

Louisville Member  
AMERICAN CHAIN—DISTRIBUTION SERVICE, INC.  
Gen'l Mdse. ————— H. H. Goods

LOUISVILLE, KY.

J. M. Walker, Pres.

A. A. Botts, Sec'y.



Storage &  
Transfer Co.  
INCORPORATED

Operating  
WAREHOUSES  
Memphis  
New Orleans  
Louisville

Member  
N. F. W. A.

1104 East Broadway

LOUISVILLE, KY.

SAFETY TRANSFER AND  
STORAGE CO., INC.

"Louisville's Leading Movers & Packers"

Clay and Main Streets  
We Move, Pack, Store and Forward Household  
Goods  
Member N. F. W. A.

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**Alexandria, in the Heart of Louisiana**

The meeting point of six railroads, giving quick service to every section of the State.  
We operate the only Brick and Concrete Bonded Warehouse in the City. Private Spur Connection with all lines.  
Truck and Team Transportation, Long Distance Hauling.  
*Prompt attention given inquiries.*

**CARNAHAN'S TRANSFER & STORAGE**  
SECOND and XAVIER STREETS  
Members of A. W. A. and N. F. W. A.

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**Faulk-Collier Bonded Warehouses, Inc.***Operating*

Bonded Brick Warehouses for Merchandise and Household Goods Storage. Trucks for All Classes Drayage. Private Sidings Missouri Pacific Ry. Switching Limits All Rail Lines and River Connections. Our Traffic Department Will Help Solve Your Distribution Problems.

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**Importers' Bonded Warehouse**

and

**Bienville Warehouses Corporation, Inc.**

R. W. DIETRICH, President

NEW ORLEANS, LA.

Complete Warehousing and Distribution Service for New Orleans and its territory.  
200,000 square feet of storage space with track room for 30 cars at one placement. Licensed by and bonded to the State of Louisiana, and the U. S. Government. Office, 340 Bienville St.

Member A. C. W.—A. W. A.

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**NEW ORLEANS***In the heart of the Commercial District*

at New Orleans we have a distributing depot for package freight, operated for the particular service of the traffic manager by a specialized organization that will handle orders as promptly and efficiently as your own shipping department.

**MODERN STORAGE WAREHOUSES  
MERCANDISE DISTRIBUTORS****Commercial Terminal Warehouse Co., Inc.**

N. Peters Conti Clay and St. Louis Sts.

Offices 402 N. Peters

Represented by National Warehousing, Inc.

New York, Chicago, San Francisco

## NEW ORLEANS, LA.

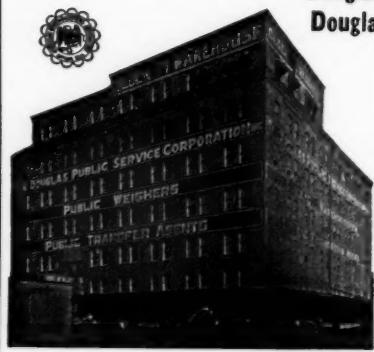
**Douglas Shipside Storage &  
Douglas Public Service Corps.**

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Sprinklered storage—  
1,050,000 square feet.  
Mdse. and Furniture.  
Switch track capacity  
—60 cars.

Nine warehouses convenient to your trade.  
Loans made against  
negotiable receipts.  
Trucking Department operating 55 trucks.  
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to 22c.

Represented by  
Distribution  
Service, Inc.  
New York Chicago  
San Francisco



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**GALLAGHER TRANSFER AND  
STORAGE CO., INC.**

927-945 Magazine St.

*Modern**Fireproof Warehouse*

Members—N.F.W.A. and A.W.A.

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**NEW ORLEANS, LA.**

2nd PORT, U. S. A.

All cement warehouses, low insurance, low handling costs.  
Located on Mississippi River—Shipside connection.  
Electrical unloading and piling devices provided to eliminate damage in handling.

Excellent switching connections, with all lines entering New Orleans.  
INDEPENDENT WHSE. CO., Inc.  
New Orleans, La.

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**McLAUGHLIN WAREHOUSE CO.**

Established 1875

Incorporated 1918

*General Storage and Distributing*

Rail and Water Connection—Private Siding  
Member  
American Chain of Warehouses  
American Warehousemen's Association  
National Furniture Warehousemen's Association



## PORTLAND, MAINE

**Galt Block Warehouse Company**Portland, Maine  
Storage, General Merchandise, Household Goods and Automobiles

Private track, sprinkler equipped, low insurance rate. Storage in Transit on Flour, Cereals and Canned Goods.  
Office, 20 Commercial St., Portland, Maine  
J. S. SAWTELLE, Manager

## BALTIMORE, MD.

For Details See Directory Issues  
Distribution and Warehousing**BALTIMORE FIDELITY WAREHOUSE CO.**

T. E. WITTERS, President

Baltimore's Most Modern Merchandise Warehouses  
Rail and Water FacilitiesPool Car Distribution—Storage—Forwarding  
Private Siding Western Maryland Railway

## BALTIMORE, MD.

Established 1905

THOS. H. VICKERY, Pres.

**BALTIMORE  
STORAGE CO.**

Charles and  
26th Sts.  
Fireproof  
Warehouse

Every facility for the handling of your shipments

BALTIMORE, MD.

CAMDEN WAREHOUSES

Operating Terminal Warehouses on Tracks of  
The Baltimore & Ohio Railroad Co.  
Storage—Distribution—Forwarding  
Tobacco Inspection and Export—Low Insurance Rates  
Consign Via Baltimore & Ohio Railroad

BALTIMORE, MD.

Est. 1904

CENTRAL WAREHOUSE CO., INC.

Rail Connections — Motor Trucks — Pool Car Service  
*Merchandise Storage and Distribution*  
Complete Branch Warehouse Service — Low Insurance  
Located in Heart of Wholesale and Jobbing District  
4 Blocks from Actual Center of City  
515-525 W. Baltimore St. — 502-508 W. Redwood St.

BALTIMORE, MD.

Main Office: 34 S. Eutaw St. Established 1896  
Branch Offices: N. Y., Wash., Phila., Norfolk

THE DAVIDSON  
TRANSFER AND STORAGE CO.

Offering the most complete Moving, Hauling and Freight Service in Baltimore  
Handling Distribution of Nationally Known Products for 36 Years  
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily  
Consign all shipments to Camden Station, via B. & O.—Calvert Station, P. R. R.—  
President St. Station, P. R. R.—Hillen Station, W. M.  
Member of Maryland Furniture Warehousemen's Ass'n

BALTIMORE, MD.

# FIDELITY

STORAGE CO.

2104-6-8 MARYLAND AVE.

Your Clients Efficiently Served  
All Collections Promptly Remitted

MOTOR FREIGHT SERVICE

Household Goods Pool Car Distribution Merchandise  
Maryland Furniture Warehousemen's Association  
National Furniture Warehousemen's Association

Baltimore's Modern Fireproof Warehouse

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## Fireproof Storage Warehouses

General Offices: 524-530 West Lafayette Ave.

Two warehouses located conveniently to West, Northwest and North Baltimore. Storage of H. H. G., Office Furniture, Silverware, Rugs and Rug Cleaning.

General Merchandise Distribution — Store-door Delivery, Pool Cars, Local Moving—Packing—Shipping,  
Long Distance Moving—20 Mack Vans

Member of:  
Maryland Furniture Warehousemen's Association  
National Furniture Warehousemen's Association



BALTIMORE, MD.

Merchandise—Storage

## McCormick Warehouse Co., Inc.

McCormick Bldg.

Rail Connections

BALTIMORE, MD.

Established 1878

MONUMENTAL STORAGE  
& CARPET CLEANING CO.

1110-1116 PARK AVENUE, BALTIMORE, MD.  
ABSOLUTELY FIREPROOF WAREHOUSE  
*FURNITURE STORAGE—PACKING—MOVING  
CARPET CLEANING*

Member B. F. W. A.

BALTIMORE, MD.

## SECURITY STORAGE CO.

15 W. NORTH AVE.

FIREPROOF MODERN WAREHOUSE  
MOTOR VAN SERVICE  
EFFICIENT AND COURTEOUS MANAGEMENT

C. J. HAMILTON, President

Members of

Maryland Furniture Warehousemen's Association  
National Furniture Warehousemen's Association  
Canadian Storage & Transfermen's Association

BALTIMORE, MD.

Distribute your merchandise to your patrons  
through Baltimore, Md., in car lots via Penn-  
sylvania Railroad.

1. Because of the differential freight rate of 3c per 100 pounds in favor of Baltimore to and from the West.
2. Because The Terminal Warehouse Company as warehousemen and distributors can effect economies for you.
3. Because The Terminal Warehouse Co. representatives will be so intent upon rendering you service that they will, to all intents and purposes, act as your agents.
4. Because the four warehouses of The Terminal Warehouse Company are all located on the tracks of the Pennsylvania Railroad and one also has a steamship pier in the harbor.

## The Terminal Warehouse Company of Baltimore City

Member of  
American Warehousemen's Association, Maryland Warehousemen's Association,  
Chamber of Commerce of U. S., Baltimore Assoc. of Commerce, Baltimore  
Chamber of Commerce

HAGERSTOWN, MD.

## HAGERSTOWN STORAGE & TRANSFER CO.

GENERAL MERCHANDISE STORAGE  
HOUSEHOLD GOODS STORAGE—PACKING AND  
SHIPPING—POOL CAR DISTRIBUTION

Penn. R.R. Siding Low Insurance Rate  
Motor Truck Service

BOSTON, MASS.

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24-32 Farnsworth Street

GENERAL MERCHANDISE

Free and Bonded Storage

N. Y., N. H. & H. Private Siding

Pool Car Distribution

Member Mass. W. A.

One of the greatest wastes in business today is the inability of many advertisers to stick to adopted programs.

## BOSTON, MASS.

## FOR BOSTON and VICINITY

## Use This Complete Service

Every modern facility for handling shipments of household goods to Boston, including special equipment for lift vans and containers.

## T. G. BUCKLEY CO.

690 Dudley St.

Boston

Members—N. F. W. A.—A. W. A.—Mass. W. A.

A. V. L.—Can. W. A.

Operating Dorchester Fireproof Storage Warehouse

## BOSTON, MASS.

## CONGRESS STORES, INC.

PERSONAL SERVICE

GENERAL MERCHANDISE STORAGE

CENTRAL LOCATION

Pool Car Distribution

Sidings on N. Y., N. H. &amp; H. R. R.

38 STILLINGS ST.

BOSTON

## BOSTON, MASS.



**PACKING**—We pack China, Brisa-Bras, Silverware, Books, Wedding Gifts and Household Goods.  
**MOVING**—Specialize in Local, Suburban and Long Distance Moving.  
**STORING**—Place at your disposal the most Modern Warehouses for the Storage of Household Goods, Pictures, etc.  
**SHIPPING**—Household Furniture and Office Equipment shipped to all parts of the World.

*Packing Dept. and Warehouse*3175 WASHINGTON STREET, Boston, Mass.  
Main Office: 46 BROMFIELD STREET, Boston, Mass.

Member—N. F. W. A.

Member—Massachusetts Warehousemen's Assoc.

## BOSTON, MASS.

## FEDERAL WAREHOUSE, INC.

34-38 MIDWAY ST., BOSTON, MASS.

Storage Capacity, 100,000 Sq. Ft.

Low insurance rate, direct track connection N. Y., N. H. & Hartford R. R. General Merchandise, Storage and distribution. Negotiable and Non-negotiable warehouse receipts. Space reserved for merchandise requiring non-freezing temperatures.

*Pool Car Shipments — Auto Truck Service*  
William F. Heavey, President and General Manager

## BOSTON, MASS.

## FRANCIS FITZ CO.

Established 1872

25-34 Pittsburgh St.

## General Merchandise Storage

## POOL CAR DISTRIBUTION

With our own trucking equipment covering all points in Metropolitan district  
\*Low Insurance Rate

Six car siding N.Y., N.H. &amp; H.R.R.

\*Member Mass. Warehousemen's Assoc.

## BOSTON, MASS.

Hoosac Storage and Warehouse Company  
Lechmere Square, East Cambridge, Mass.

## FREE AND BONDED STORAGE

Direct Track Connection B. &amp; M. R. R.

Lechmere Warehouse, East Cambridge, Mass.  
Hoosac Stores, Hoosac Docks, Charlestown, Mass.  
Warren Bridge Warehouse, Charlestown, Mass.

## BOSTON, MASS.

## WOOL STORAGE

Free-Bonded

MANUFACTURERS'  
WAREHOUSE COMPANY

Warehouse Receipts  
Negotiable—Non-Negotiable

Fireproof Construction  
In the Wool District—Excellent Facilities

Siding on  
N. Y., N. H. & H. R. R.

582 E Street  
Boston, Mass.

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When you use Distribution and Warehousing for the name of a warehouse in any city, please mention the fact you got the information from this publication. By doing this, you will please the warehouseman and the publishers.

BOSTON, MASS.

# Quincy Market Cold Storage and Warehouse Co.

CAPITAL \$5,250,000.00

ESTABLISHED 1881

## FREE—STORAGE—BONDED

*Warehouses Connected with All Railroads Entering Boston*

CHARLES RIVER STORES  
ALBANY TERMINAL STORES  
SUMMER STREET STORES

Daily Trucking Service Within Nine Mile Radius

Warehouse Receipts Accepted by All Banks

Special Attention to Distribution

Main Office, 178 Atlantic Ave., Boston

BOSTON, MASS.

WIGGIN TERMINALS, Inc.  
50 Terminal St. Boston (29) Mass.  
**STORAGE**  
B. & M. R.R.  
Mystic Wharf,  
Boston  
N. Y., N. H. & H. R.R.  
E. Street Stores  
South Boston

CAMBRIDGE, MASS.

SERVICE THAT SATISFIES



CLARK & REID COMPANY, Inc., 380 GREEN ST., CAMBRIDGE, MASS.  
PACKING STORING SHIPPING OF HOUSEHOLD GOODS  
WE ALSO HANDLE SHIPMENTS FOR BOSTON

FALL RIVER, MASS.

BOSTON, MASS.  
NEW BEDFORD, MASS.  
PROVIDENCE, R. I.  
NEWPORT, R. I.  
Direct R. R. Siding N. Y., N. H. & H. R. R.

Keogh Storage Co.  
Gen. Offices: Fall River, Mass.  
Gen. Merchandise Storage  
and Pool Car Distribution  
Local and Long Distance Trucking.

FALL RIVER, MASS.

Mackenzie & Winslow,  
Inc.  
78 Fourth St.  
General Merchandise

STORAGE AND DISTRIBUTION—POOL CAR SHIPMENTS  
DIRECT N. Y., N. H. & H. R. R.—MEMBERS A. W. A.

LYNN, MASS.

### Lynn Storage Warehouse Company

Fireproof buildings with Private sidings affording the  
utmost protection and service for General merchandise  
and household goods. Pool Car Distributors.

154-160 Pleasant Street  
Member N.F.W.A.

PITTSFIELD, MASS.

Mills Storage and Warehouse Co.  
PUBLIC BONDED WAREHOUSES  
Household Goods, Pianos, Trunks and Merchandise  
Separate Rooms  
Steam Heat Electric Lights Elevator Service  
Insurance and Transportation Supplied  
Household Goods Packed and Shipped to all Points  
Tel. Connection, Mills Buildings, 328 North St., Pittsfield, Mass.

The Men Who Distribute

### Cream of Wheat

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

## SPRINGFIELD, MASS.

**Atlantic States Warehouse  
and Cold Storage  
Corporation**

385 LIBERTY ST.

General Merchandise and Household Goods Storage  
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats  
and Citrus Fruits

B. & A. Sidings and N. Y., N. H. & H. R. R. and  
B. & M. R. R.

Member  
A. W. A.  
M. W. A.

Daily Trucking Service to  
suburbs and towns within a  
radius of fifty miles.

## SPRINGFIELD, MASS.

**Connecticut Valley Storage  
Warehouse Company**

79 Page Blvd., Springfield, Mass.

General Merchandise Storage  
"We specialize in service."

Our service includes everything that a manufacturer,  
distributor, broker or agent desires for himself or his  
customers.

B. & A. R. R. Siding—New Haven and B. & M.  
Connections

Reference—Any Springfield Bank.

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E. G. Mooney, Pres. J. W. Connelly, Vice-Pres.  
R. C. Reardon, Mgr.

**Hartford Despatch and Warehouse Company**  
88 Birnie Ave., Springfield, Mass.

A modern storage and distribution service. Daily deliveries via rail, boat, motor truck, to all principal towns and cities within 150 mile radius. Private rooms for storage of furniture and special facilities for moving, packing, crating and shipping of household effects. Also warehouses at Bridgeport and Hartford, Conn. Member of A. W. A., N. F. W. A., A. C. W., Springfield Chamber of Commerce. Hauling Member of the Allied Van Lines, Inc.

## SPRINGFIELD, MASS.



**J. J. Sullivan The Mover, Inc.**  
Fireproof Storage  
Offices: 386 LIBERTY ST.  
HOUSEHOLD GOODS STORAGE, Packing, Shipping  
Pool Car Distribution of All Kinds  
Fleet of Motor Trucks  
Hauling Agent: Allied Van Lines, Inc.

## WORCESTER, MASS.

**BOWLER STORAGE AND SALES COMPANY**

Handle, store and deliver, carload, less than carload or pool  
car shipments of general merchandise for manufacturers,  
agents and brokers. Daily motor trucking service to cities  
and towns within fifty mile radius.

**WORCESTER, MASSACHUSETTS**  
Logical Point of Distribution for Central New England

The Men Who Distribute  
**Johnson's Floor Polish**

Read **DISTRIBUTION AND WAREHOUSING**  
and consult the Directory of Warehouses

## WORCESTER, MASS.

**NORTHEASTERN  
STORAGE & DISTRIBUTING CO.**

Storage and Distribution  
of General Merchandise

Pool Car Distribution

Railroad Facilities

## CADILLAC, MICH.

*Best service in Northern Michigan*

Private siding, Free switching service.  
Moving—Packing—Storage

**CADILLAC STORAGE & TRANSFER CO.**  
607 Wood Street Cadillac, Mich.

## DETROIT, MICH.

**GENERAL CARTAGE**  
Transfer of Baggage  
Motor Trucking



**MOVING**

Local and Long Distance  
Storage and Packing

Warehouse: 213 Griswold Street  
Canadian License

**Baier Transfer & Storage Co.**

Daily Truck Service Between Detroit and Toledo  
Forwarders of Household Goods and Autos to Florida  
and Western Coast

Daily Motor Freight Service Between Detroit, Wyandotte, Monroe, Toledo and  
Cleveland, South Royal Oak, Birmingham, Pontiac, Flint, Saginaw  
and Bay City North.

Main Office: 142 Griswold Street, Detroit, Mich.  
Randolph 9710

MEMBERS: Natl. Warehousemen's Assn. Mich. Furn. Warehousemen's Assn.

## DETROIT, MICH.

**We Have Doubled Our Facilities  
and Doubled Our Service . . .**

Two great storage and distributing systems  
have been merged to increase their usefulness  
in the warehouse field.

**Central Detroit Warehouse**

Located in the heart of the wholesale and jobbing district, within a half-mile of all freight terminals. Modern buildings, lowest insurance rate in city.

**Michigan Terminal Warehouses**

Wyoming and Brandt Avenues

Modern concrete buildings, fully sprinklered, serving the west side of Detroit and the City of Dearborn. Specializing in heavy and light package merchandise and liquid commodities in bulk. Connected directly with every railroad entering the city.

**CENTRAL DETROIT WAREHOUSE CO.**

Fort and Tenth Streets, Detroit, Mich.

DETROIT, MICH.

# Detroit Harbor Terminals, Inc.

SUCCESSORS TO  
DETROIT RAILWAY & HARBOR TERMINALS CO.

West Jefferson at Foot of Clark St., Detroit



Operating one of the finest warehousing properties in the world. Reinforced concrete construction, sprinklered throughout. Railroad trackage inside the building for 22 cars. Our own locomotive eliminates switching delays.

Ship cargo in and out is handled over our docks with modern material handling equipment.

Truck docks are under cover and there is no traffic congestion.

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Distribution of pool cars and re-shipping given careful attention.

GENERAL MERCHANDISE STORAGE—SPACE RENTALS—COLD STORAGE

"The House of Personal Service"

DETROIT, MICH.

## CADILLAC STORAGE CO.

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FIREPROOF HOUSEHOLD GOODS STORAGE, COLLECTIONS  
PROMPTLY REMITTED ON ALL SHIPMENTS SENT IN OUR  
CARE

Member M. F. W. A.

DETROIT, MICH.

## FEDERAL WAREHOUSE COMPANY

Personal Service that is different

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Lafayette 1157-1135 Try us and be convinced

DETROIT, MICH.

## JEFFERSON TERMINAL WAREHOUSE

Detroit 1900 E. Jefferson Ave. Michigan

## MERCHANDISE WAREHOUSING and DISTRIBUTION

Our reinforced concrete building, centrally located, assures very prompt delivery of goods to our patrons' customers. Desirable offices for rent. Quick service on pool cars. Prompt reshipments and city deliveries by our own motor trucks.

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Ferry Ave., E. and Grand Trunk Railway

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New  
Ultra-Modern  
Plant

Trunk Line  
Terminal  
Complete Service

Continent-wide Connections

## DETROIT, MICH.

## JOHN F. IVORY STORAGE CO., Inc.

Moving Engineers

Main Office and Warehouse  
6854 Hamilton Ave.

Moving

Packing

Shipping

Storage

Phone: Madison 3960

## DETROIT, MICH.

James D Dunn, President and Treasurer

## STORAGE

REMOVALS  
PACKING  
SHIPPING**"SERVICE WITH SECURITY"**

Let us represent your interests in Detroit. Every facility is provided for the most efficient handling of your shipments of household effects. Service personally directed, coupled with efficiency and responsibility, will result in a satisfied customer for you at destination.

RIVERSIDE STORAGE and CARTAGE CO.  
CASS AND CONGRESS STS.  
DETROIT, MICH.

Member of American Warehousemen's Association, National Furniture Warehousemen's Association.

## DETROIT, MICH.

SERVICE WAREHOUSE, INC.  
1965 Porter St. Detroit, Mich.

We operate a recently constructed, modern type warehouse in the downtown, wholesale section. Private siding on the Michigan Central. Every facility for prompt, accurate distribution of general merchandise accounts. Send your inquiries to attention of O. E. Speck, General Manager.

## DETROIT, MICH.

Wolverine Storage Company, Inc.  
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PACKING and SHIPPING  
Members N. F. W. A.The Men Who Distribute  
**McDougall Kitchen Cabinets**Read DISTRIBUTION & WAREHOUSING  
and consult the Shippers' Index

## FLINT, MICH.

## CENTRAL WAREHOUSE CO.

WATER AND SMITH STS.

## COMPLETE WAREHOUSING SERVICE

SPRINKLERED RISK G. T. TRACKAGE

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MOVING—STORAGE—FUMIGATING—PACKING—SHIPPING

## GRAND RAPIDS STORAGE CO.

Michigan's Leading Fireproof Storage Building  
Lake Drive and Robinson Road, Grand Rapids, Mich.

Members—Allied Van Lines, Inc., National Furniture Warehousemen's Association

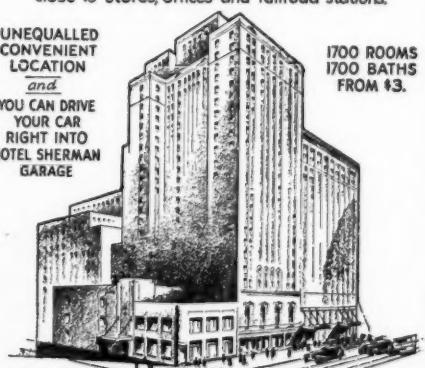
## GRAND RAPIDS, MICH.

**KENT STORAGE COMPANY**

General Merchandise Cold Storage

Storage—Reforwarding—  
DistributingMembers—American Chain of Warehouses  
American Warehousemen's Assn.  
Front Ave. and Pennsylvania Tracks**Coming to Chicago?**

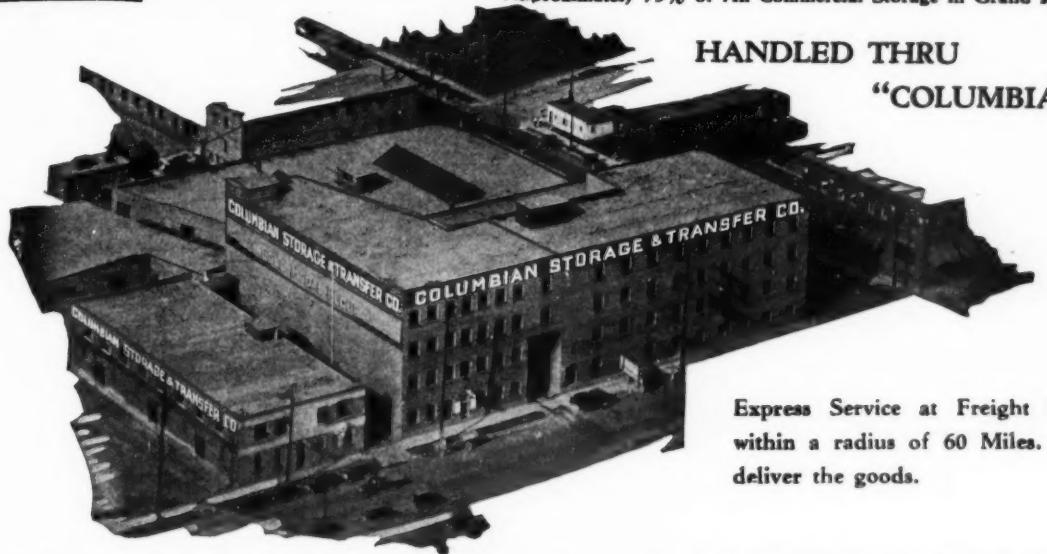
Chicago's most interesting hotel offers you unequalled luxury at low rates. In the heart of Chicago's Rialto with its brilliant night life—close to stores, offices and railroad stations.

UNEQUALLED  
CONVENIENT  
LOCATION  
*and*YOU CAN DRIVE  
YOUR CAR  
RIGHT INTO  
HOTEL SHERMAN  
GARAGE1700 ROOMS  
1700 BATHS  
FROM \$3.**HOTEL  
SHERMAN**HOME OF THE COLLEGE INN  
CHICAGO'S BRIGHTEST SPOT

GRAND RAPIDS, MICH.

Approximately 75% of All Commercial Storage in Grand Rapids

HANDED THRU  
"COLUMBIAN"



Express Service at Freight Rates  
within a radius of 60 Miles. We  
deliver the goods.

The Largest Commercial Warehouse in Western Michigan

POOL CAR DISTRIBUTION — PRIVATE R. R. SIDING — MICHIGAN CENTRAL R. R.

FREE SWITCHING

Located within 4 blocks of all Grand Rapids' Principal Freight Depots

**COLUMBIAN STORAGE & TRANSFER CO.**

GRAND RAPIDS

MICHIGAN

GRAND RAPIDS, MICH.

Merchants Storage & Transfer Co. Inc.

Warehousing and Distribution

THE MOST MODERN AND UP-TO-DATE WAREHOUSE IN  
GRAND RAPIDS

60,000 sq. ft. Floor Space.

LOW INSURANCE RATES

Three blocks from all large hotels.

IN THE HEART OF THE WHOLESALE DISTRICT

Modern Private Offices for Rent  
Storage in connection

Pere Marquette  
Railroad Siding

Grandville Ave. at Weston St.  
Grand Rapids, Michigan

KALAMAZOO, MICH.

THE LARGEST MERCHANDISE WAREHOUSE  
IN SOUTHWESTERN MICHIGAN  
Private Siding. Free Switching Service.  
Moving—Packing—Storage

**NATIONAL STORAGE COMPANY**

Fireproof Warehouse  
301-311 EAST WATER ST. KALAMAZOO, MICH.

LANSING, MICH.

"Center of Michigan"

**FIREPROOF STORAGE CO.**

H. H. HARDY, Manager  
SERVICE—SAFETY—SATISFACTION—GUARANTEED  
MOVE—PACK—CRATE—TRANSFER  
FIREPROOF WAREHOUSE—PRIVATE SIDING  
Merchandise Storage—Pool Car Distribution  
*Member of A. W. A.*

LANSING, MICH.

**LANSING STORAGE COMPANY**

The only modern fireproof warehouse in  
Lansing exclusively for household storage.

**RUG—TRUNK—SILVER VAULTS**

WE KNOW HOW  
440 No. Washington Ave.  
(Member of Allied Van Lines, Inc.)



MUSKEGON, MICH.

**RICHARDS WAREHOUSES**

NFWA—AWA—MFWA—Allied Van Lines

Most central Lake port in Western Michigan.

Pere Marquette Trackage.

General Merchandise—Household Goods Moved—Packed—Shipped  
Richards Storage Corporation, 410-420 Morris Street

**RICHARDS STORAGE CORPORATION**

Member NFWA—AWA—Mich. FWA and Allied Van Lines

## PONTIAC, MICH.

**GAUKLER FIREPROOF STORAGE CO.**  
Member—N.F.W.A., A.V.L., Mich.F. W. A.  
Moving, storing, packing and shipping of household goods  
**9-11 ORCHARD LAKE AVE.**  
Operated in conjunction with  
**PONTIAC CARTAGE COMPANY**  
359 S. JESSIE ST. AT G. T. R. R.  
Merchandise distribution and warehousing  
Fireproof warehouse—Office space—Private siding

## SAGINAW, MICH.

**CENTRAL WAREHOUSE CO.**  
GENERAL WAREHOUSEMEN AND FORWARDERS  
MERCHANDISE DISTRIBUTION  
SPRINKLER SYSTEM  
Private Sidings M. C. R. R.  
SAGINAW, MICH. Office  
N. Michigan Ave.

## DULUTH, MINN.

Established 1892  
*Thirty-Two Years of Experience*  
**DULUTH VAN & STORAGE CO.**  
18 Fourth Avenue, West  
Modern Storage Facilities for  
Household Goods & Merchandise  
**POOL CAR DISTRIBUTORS**  
Located on Terminal Tracks—No Switching Charge

## DULUTH, MINN.

**SECURITY STORAGE & VAN CO.**  
106 LAKE AVE. SOUTH  
NEW MODERN WAREHOUSE FOR  
HOUSEHOLD GOODS AND MERCHANDISE  
**POOL CAR DISTRIBUTION**  
FREE SWITCHING

## MINNEAPOLIS, MINN.

Established 1882  
**Cameron**  
**TRANSFER & STORAGE CO.**  
734-758 Fourth Street North  
Distributing and Warehousing Merchandise  
and Household Goods  
Conveniently located in business district.  
Trackage on C. B. & Q. and G. N. Ry.  
Motor Truck and Team Service  
Local and Long Distance Hauling

## MINNEAPOLIS, MINN.

**KEDNEY WAREHOUSE CO.**  
617 Washington Ave. No.



Complete Storage  
and Distribution Service



Houses in St. Paul and Grand Forks

## MINNEAPOLIS, MINN.

In Minneapolis—

**MINNEAPOLIS TERMINAL  
WAREHOUSE COMPANY**

provides complete storage and distribution services  
for the Northwest Market for many of the largest  
National distributors.

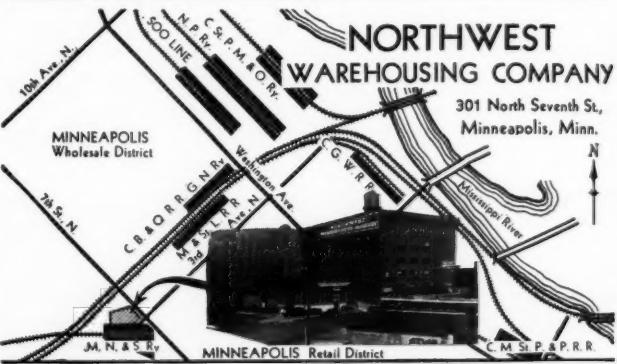
In St. Paul—

**ST. PAUL TERMINAL WAREHOUSE  
COMPANY**

offers the same progressive services and facilities under  
the same management. We invite your inquiries.

## MINNEAPOLIS, MINN.

**The Northwestern  
TERMINAL**  
PUBLIC BONDED WAREHOUSE  
WITH COMPLETE FACILITIES  
OPERATING OFFICE: 340 Stinson Boulevard, Minneapolis, Minn.  
Members, Minn. W.A.—A.W.A.



Here you get close to MINNEAPOLIS Buyers

Hennepin Ave. — 7th St. S. — Nicollet Ave. — 6th Ave. S.

7th St. S.

## MINNEAPOLIS, MINN.

Established 1895  
**WIDHOLM TRANSFER & STORAGE CO.**  
115 First St. No.  
Storage of Merchandise and Household Goods.  
Sprinkler System. Pool Car Distributors. Heavy Hauling.  
Warehouse No. 2 on C. N. W. Tracks.

## ROCHESTER, MINN.

**Carey Transfer & Storage**

903 6th St., N. W.  
SB. Warehouse: (MDSE & HHG). City and interurban  
delivery of Merchandise. Movers, packers, shippers and  
manufacturers' distributors. Motor van service. Assoc.  
AWA MinnWA.

## ST. PAUL, MINN.

**FIDELITY STORAGE & TRANSFER CO.**

HIGH GRADE STORAGE ACCOMMODATIONS.  
Office: 38 East Fourth Street  
Pooled Cars Distributed Two Warehouses Fireproof on Ry. Trackage  
HIGH GRADE STORAGE ACCOMMODATIONS  
Merchandise and Household Goods  
Let Fidelity serve as your branch house.

ST. PAUL, MINN.

**CENTRAL WAREHOUSE COMPANY**  
SAINT PAUL-MINNEAPOLIS

At the junction of nine railroads where one stock serves the Twin Cities and Northwest, L. C. L. shipping without carting. Twenty warehouses. Five miles of trackage. Served by our own electric locomotive.

MERCHANDISE STORAGE

DISTRIBUTION COLD STORAGE

\$2,000,000.00 investment. \$50,000.00 bond. Shipping station—Minn. Transfer, Minn.

Represented by

**DISTRIBUTION SERVICE, INC.**

100 Broad St. 445 W. Erie St. 623 Third St.  
NEW YORK CITY CHICAGO SAN FRANCISCO  
Phone Bowling Green 9-0986 Phone Sup. 7180 Phone Sutter 3461

An Association of Good Warehouses  
Located at Strategic Distribution Centers

ST. PAUL, MINN.

**KEDNEY WAREHOUSE COMPANY**

5th and John Streets

OUR ST. PAUL PLANT—is modern with complete warehouse facilities, assuring up-to-date service and care for—

**STORAGE AND DISTRIBUTION**

Merchandise—Household Goods

Modern warehouses also at Minneapolis and Grand Forks

ST. PAUL, MINN.

In St. Paul—

**ST. PAUL TERMINAL WAREHOUSE COMPANY**

provides complete storage and distribution services for the Northwest Market for many of the largest National distributors.

In Minneapolis—

**MINNEAPOLIS TERMINAL WAREHOUSE COMPANY**

offers the same progressive services and facilities under the same management. We invite your inquiries.

JACKSON, MISS.

**RICKS STORAGE CO.**

BONDED WAREHOUSEMEN

Complete Warehouse Facilities for Storage and Distribution MERCHANTISE  
Experienced Organization and Equipment for  
MOVING, PACKING and STORING HOUSEHOLD GOODS  
Modern Buildings, Sprinklered, Private Siding ICRR Co., Low Insurance Rate  
MOTOR TRUCK SERVICE

JOPLIN, MO.

**Tonnies Transfer & Storage Co.**

1027-41 Virginia Ave. Joplin, Mo.

Distribution and storage of merchandise  
Fireproof warehouses—Motor van service  
On railroad siding—Lowest Insurance rates  
PACKING—STORAGE—SHIPPING

The Men Who Distribute  
**Cleveland Tractors**  
Read **DISTRIBUTION & WAREHOUSING**  
and consult the Shippers' Index

KANSAS CITY, MO.

In Kansas City

**A-B-C FIREPROOF WAREHOUSE CO.**

Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.

Three Fireproof  
Constructed Warehouses

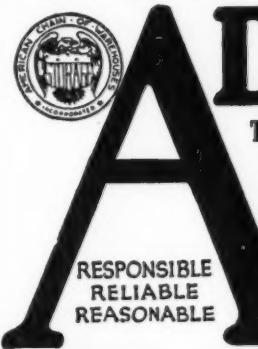
Agents  
Allied Van Lines, Inc.

KANSAS CITY, MO.

"THE HEART OF AMERICA"

**ADAMS**  
TRANSFER & STORAGE CO.

228-236 West Fourth Street.  
"Surrounded by the Wholesale District"  
Merchandise Storage—Low Insurance Rates—Pool Car Distribution—Freight Forwarders and Distributors—City Delivery Service, twice daily—Prompt and Efficient Service—Excellent System of Stock Records and Reports.  
Members: American Chain of Warehouses, American Association of Wholesalers, Traffic Club of K. C., Kansas City Chamber of Commerce, U. S. Chamber of Commerce.  
Write us for Information and Rates



KANSAS CITY, MO.

**CENTRAL STORAGE CO.**

PROVIDES

"Kansas City's Best Warehouse Service"

PACKAGE STORAGE—OFFICE SPACE  
SPACE LEASES—TRUCK DELIVERIES  
POOL CARS DISTRIBUTED—LOW INSURANCE

**TWO CENTRAL LOCATIONS**

Main Office and Plant—1427 West 9th St.  
In Center of Wholesale and Freight House District

Downtown Warehouse—2004 Grand Ave.  
In Retail District—Close to Union Station  
"50 YEARS OF KNOWING HOW"

KANSAS CITY, MO.

Financing

**CROOKS TERMINAL WAREHOUSES**

"Kansas City's Finest Warehouses"

LOWEST INSURANCE RATES  
BEST RAILROAD FACILITIES  
IN THE HEART OF THE FREIGHT  
HOUSE AND WHOLESALE DISTRICT

Operating

Brokers' Warehouse, Security Warehouse, Terminal  
Warehouse

KANSAS CITY, MO.

**MONARCH STORAGE**

1818 E. 31st St.  
KANSAS CITY, MO.  
DAN P. BRAY, Pres.

## KANSAS CITY, MO.

## W. E. Murray Transfer &amp; Storage Co.

Modern Fireproof Warehouse with private siding on terminal tracks connecting all Railroads.  
Distribution and Storage Merchandise and H. H. Goods.  
Pool Cars Promptly Handled and Reports Mailed in.  
Motor Truck Service, City and Interurban.

LOWEST INSURANCE RATE IN KANSAS CITY  
2015-17-19 Grand Ave.

## KANSAS CITY, MO.

## RADIAL WAREHOUSE COMPANY

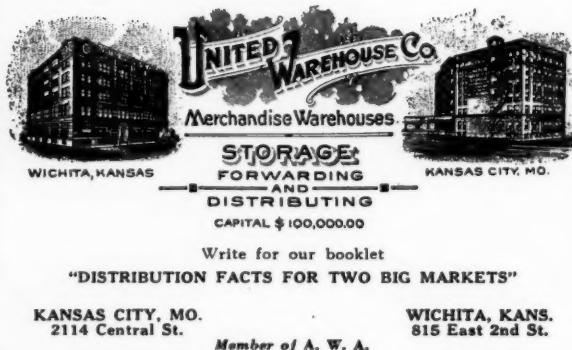
## POOL CAR

Shipments Forwarded Without Drayage Charge  
MERCHANDISE

Storage and Distribution

We solicit your business and offer you SERVICE that is satisfactory at all times.

## KANSAS CITY, MO.



## KANSAS CITY, MO.

## WALNUT STORAGE

"Right in the Midst of Business"

2020-22-24 Walnut St.

New York Rep.: George W. Perkins  
82 Beaver St. Tel. Beekman 8065

## MARSHALL, MO.

For Speedy Deliveries

## BROOKS TRUCK CO.

Fast Freight and Refrigerator Truck Service  
from Kansas City to Marshall, Mo., and 35 other towns East of K. C.  
Water and dirt proof vans. We also distribute carloads from Marshall  
to intermediate points. Storage facilities.

## ST. JOSEPH, MO.



L. C. L. DISTRIBUTION WITHOUT CARTAGE  
SAVES YOU REAL MONEY

See Directory Number (Page 277)

TERMINAL WAREHOUSES OF  
ST. JOSEPH (MO.), INC.

## ST. LOUIS, MO.

## —in St. Louis



5 great household storage and moving companies are owned and operated by this single organization—comprising strength and facilities and bettering service.

In addition to these, we have leased an 80,000 sq. ft. capacity warehouse on the Missouri Pacific & Frisco R. R. for consolidation of shipments and merchandise storage.

GENERAL  
WAREHOUSING COMPANY

M. W. NEEDRICHHAUS, Pres.  
4908 Delmar Ave., St. Louis, Mo.

## ST. LOUIS, MO.

Our Facilities for  
DISTRIBUTION & WAREHOUSING

Household Goods Are Unexcelled  
Your Interests Will be Safely Guarded

## ST. LOUIS, MO.

## Lincoln Warehouse

LEE ORCUTT, President

1723 Locust St.

Saint Louis

Personal attention with tact and courtesy  
to customers.

Collections and claims handled rapidly.

Our staff of movers and packers are  
white men.

## ST. LOUIS, MO.

S. N. Long Warehouse  
ST. LOUIS

"Business Making Service"



ST. LOUIS, MO.

## In ST. LOUIS, It's **THE MART**

A complete public warehouse and branch house service. Lowest insurance rate in St. Louis District. No drayage on in or out-bound less-carload shipments. St. Louis rates apply to and from the Mart warehouse with no additional switching charges.

### Features of the Largest, Most Modern Warehouse in St. Louis

Trackage for 120 cars daily, with covered docks to protect merchandise. Covered docks for 50 trucks, eliminates delays for customers calling at warehouse with their own equipment. 80-foot private street along truck docks prevents traffic congestion. 10 high-speed, self leveling elevators with capacities up to 9 tons. Steel and reinforced concrete construction, fireproof and completely sprinklered.

### ST. LOUIS MART, Inc.

Terminal Warehouse Division  
STATE AND U. S. CUSTOMS BONDED

### ST. LOUIS TERMINAL WAREHOUSE CO.



**Largest Warehouse Organization in St. Louis**  
(For industrial storage)

We operate five separate storage warehouses, all on railroad tracks with private sidings connecting with all rail lines entering St. Louis; also, all warehouses have free carload delivery and receipt of merchandise to and from Mississippi River Barge Line. Three of our warehouses are built over a Union Freight Depot, which permits us to forward your freight economically. Our fleet of trucks deliver to St. Louis and to surrounding towns and cities daily.

We handle a larger volume of business than any other Industrial Storage organization in St. Louis, and our warehouses are so located as to serve every industry conveniently and economically.

Let us help increase your sales by prompt, accurate and courteous service.

816 CLARK AVE. GENERAL OFFICES: ST. LOUIS, MO.

BUTTE, MONT.

### CHRISTIE TRANSFER AND STORAGE CO.

TWO WAREHOUSES—VAULT STORAGE  
POOL CAR DISTRIBUTING, FORWARDING, FREIGHT  
630 Utah Ave. and 802 So. Arizona St.,  
Butte, Montana  
Member, A.W.A.—N.F.W.A.—Tr. & Sigemont's Assn. of Mont.

HASTINGS, NEBR.

1876

1932

### Borley Storage & Transfer Co., Inc.

FIREPROOF Pool Car Distribution BONDED  
FREIGHT TRUCK CONNECTION TO ALL OF THE  
CENTRAL PART OF THE STATE

LINCOLN, NEBR.

100,000 Sq. Feet  
Lincoln, Nebraska  
301 N. 8th Street

35,000 Sq. Feet  
Grand Island, Nebraska  
311 W. 4th Street

### SULLIVANS

1889 44 Years of Continuous Service 1933  
Merchandise and Household Storage—Pool Car Distribution.  
General Cartage—Trucking—Assembling.

We operate Thirty Trucks and have connections to all points in the State.

Our buildings are clean, both Fire and Non-Fireproof, located on the lines of the C. B. & Q.—Mo. Pacific and Union Pacific with all other lines entering either city, absorbing switching.

We are Bonded by the State—Our rates are reasonable. We solicit your business and guarantee satisfaction. Investigation invited.

### SULLIVANS

Transfer & Storage Co. Grand Island Storage Co.  
Lincoln, Nebr. Grand Island, Nebr.



LINCOLN, NEBR.

### UNION TERMINAL WAREHOUSE

Concrete fireproof construction. 215,000 sq. ft. storage; 3000 sq. ft. office and display space. Consign shipments any railroad. Free switching. Low insurance rates. See D. & W. annual Directory.

### COMPLETE WAREHOUSING SERVICE

Member: A. C. W.

OMAHA, NEB.

Member of N. F. W. A.—A. W. A.

## FORD BROS Van & Storage Co.



Moving, Storage, Crating, Pool Cars, Metal Proofing, Merchandise—just a few of the items included in our modern service.

Fireproof warehouse. Ray A. Ford, President; Roy V. Ford, Treasurer. Use our service!

OMAHA, NEBRASKA

(See "Council Bluffs, Iowa")



The Men Who Distribute

### General Electric Products

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

OMAHA, NEB.

# GORDON

Storage

Warehouses, Inc.

*Merchandise and Household Goods*

Four modern, sprinklered warehouses, located on trackage. We handle pool cars, merchandise and household goods. Trucking service. Let us act as your Omaha Branch.

MEMBER OF

DISTRIBUTION SERVICE, INC.

Main Office 219 N. 11th St.

Member: A.W.A.—N.F.W.A.

Member: A.W.A.—N.F.W.A., A.V.L.

OMAHA, NEBR.

Personal Attention



Satisfaction Guaranteed

Household Goods

Merchandise Pool Cars

CHAS. KNOWLES, Pres.

**KNOWLES FIREPROOF WAREHOUSE, Inc.**

Ninth and Farnam Sts.

CONSIGN OMAHA SHIPMENTS TO US

Routes: Any Ry. entering Omaha

Reference: Any Bank in Omaha

Member—Nebraska Motor Transport Association

OMAHA, NEBR.

**Pacific Storage & Warehouse Co.**

1007-9-11 JONES STREET

Merchandise Storage and Distribution — Pool cars solicited  
Private Siding — Motor Trucks

Our Warehouse is in the Center of the Jobbing and Business District.

SERVICE THAT SATISFIES IS OUR MOTTO

Members of the Central Warehousemen's Club, American Warehousemen's Ass'n.

OMAHA, NEB.

**THE TERMINAL WAREHOUSE CO.**

MAIN OFFICE 1013-23 JONES ST.

**COMPLETE WAREHOUSING SERVICE**

MEMBER A.W.A. N.F.W.A. A.V.L. N.W.A.

ASBURY PARK, N. J.

AVON  
BELMAR  
BRADLEY BEACH  
DEAL  
OCEAN GROVE  
SPRING LAKE

**Stiles Express**  
Office 204 Main St.  
**STORAGE WAREHOUSE**  
Household Goods and Merchandise  
Storage, Shipping, Pool Car Shipments.

The Men Who Distribute

**Jack Frost Sugar**

Read **DISTRIBUTION AND WAREHOUSING**  
and consult the Directory of Warehouses

ATLANTIC CITY, N. J.

**ELDREDGE EXPRESS and STORAGE WAREHOUSE CO.**

Office: 3526 Atlantic Avenue  
Inter-City Auto Service Heavy Hauling  
Fireproof Storage Warehouse



Member of N.F.W.A., N.J.F.W.A., A.W.A., A.V.L.

P. R. R. private railroad siding and storage yard

Storage for Goods and Merchandise  
Piano Moving

BRADLEY BEACH, N. J.

**ASBURY PARK, N.J.**

Reference any bank in our city

**Anderson's Express & Storage**  
Brinley and Railroad Ave.

Packing, Crating, Storage and Shipping of Household Goods

Merchandise Storage and Distribution—Pool Cars, Heavy Duty Hauling—Long Distance Moving, R.R. Siding N. Y. &amp; L. B. R.R.

CAMDEN, N. J.

C. S. &amp; E. J. ZEIGLER, Proprietors

**THE PARK STORAGE WAREHOUSE CO.**

Main Office and Warehouse:  
HADDON AVE. AND PINE ST., CAMDEN, N. J.  
Estimates Cheerfully Given Phones, Bell 1299, Eastern 34651  
STORAGE, MOVING, PACKING AND SHIPPING  
Auto Vans—No Road Too Long  
Member: N. F. W. A. and N. J. F. W. A.

EAST ORANGE, N. J.

Established 1887 R. T. BLAUVELT, President

**Lincoln Storage Warehouses**

Bloomfield	Office, 75 Main Street	Maplewood
Caldwell	—Serving—	Montclair
Glen Ridge	All the Oranges	Newark
Irvington	Agents for Aero Mayflower Transit Company.	Summit

HACKENSACK, N. J.

RUTHERFORD, N. J. WESTWOOD, N. J.

**GEO. B. HOLMAN & CO., Inc.**

STORAGE SHIPPING PACKING

HOUSEHOLD GOODS  
Most Modern Equipment in North Jersey  
Complete Warehouse Service  
Motor Vans for Local and Long Distance Hauling  
Members N. J. F. W. A. and N. F. W. A.  
Agents Allied Van Lines, Inc.

JERSEY CITY, N. J.

**BRITISH-AMERICAN STORES, Inc.**

(Warehouse) Colden & Varick Streets  
Merchandise Exclusively  
Offices: 30 Journal Square, Jersey City, New Jersey  
ABSOLUTELY FIREPROOF WAREHOUSE  
Storage & Warehousing of General Merchandise  
Low Insurance Rates  
Telephone Montgomery 5-7273

One of the greatest wastes in business today is the inability of many advertisers to stick to adopted programs.

JERSEY CITY, N. J.

Members: N. J. F. W. H. A.  
National F. W. H. A.

Goodman Warehouse Corporation

830 Bergen Avenue, Jersey City, N. J.

Most Modern Fireproof Warehouse in the State.  
Bayonne Warehouse—21 W. 20th Street.

JERSEY CITY, N. J.



K. & E. LIBERTY VAN CO.

Up-to-date facilities for lift van consignments  
Four story modern storage facilities, private siding  
on central railroad, distribution of pool car shipment,  
and a fleet of large padded vans assure speedy delivery.

Newark, N. J.—205 Clinton Ave.  
Jersey City, N. J. Bigelow 3-9463 Union City, N. J.  
79 Kearny Ave. 245 New York Ave.  
Del. 3-8260 Union 7-1389

NEWARK, N. J.

Distribution Service

ESSEX WAREHOUSE CO.

600 OGDEN ST., NEWARK, N. J.

Located in the very heart of the city.

Direct R.R. Siding and Piers.

N. J. M. W. A.

Merchandise Storage

NEWARK, N. J.

Fine,  
Clean,  
New,  
H H G  
Vaults.  
Central  
Location.  
Equip-  
ment  
for  
handling  
your  
consign-  
ments  
promptly  
and  
intelli-  
gently.



Knickerbocker Storage  
Warehouse Company

Newark's Leading Warehouse

96 to 106 Arlington Street

John Mulligan, Pres.

Wm. Mulligan, Vice-Pres.

James E. Mulligan, Sec. and Mgr.

MOVING, PACKING, DISTRIBUTION, SHIPPING, MOTOR

EQUIPMENT

Member N. F. W. A. and N. J. F. W. A.

NEWARK, N. J.

JOS. J. KROEGER

Tel. Market 7372

Storage—Fireproof or Non-Fireproof  
Motor Trucks for Long Distance Moving  
546-552 Central Ave.

NEWARK, N. J.

Lehigh Warehouse &  
Transportation Co., Inc.

98-108 Frelinghuysen Ave., Newark, N. J.

Storage and Distribution of  
General Merchandise.

Lehigh Valley Railroad siding.  
We operate our own fleet of Motor  
Trucks making store door  
delivery within a radius  
of 30 miles.



NEWARK, N. J.

T. L. MORTON, Manager

MODEL STORAGE WAREHOUSES

54-56 Broadway

FIREPROOF STORAGE

EXPERTS IN HANDLING SHIPMENTS OF HOUSEHOLD

GOODS

YOU KNOW—WE KNOW HOW

Members: New Jersey F. W. A.—National F. W. A.—Canadian S. W. A.

NEW BRUNSWICK, N. J.

CHAS. T. WALES, Pres.

CHAS. T. WALES, INC.

MAIN OFFICE, 26 FRENCH STREET

Household Goods Storage, Packing, Shipping  
General Merchandise Storage and Distribution  
Motor Freight Distribution of Pool Cars

PATERSON, N. J.

THE SAFETY STORAGE CO.

Two Modern Fireproof Warehouses for Storage of Household Goods and

Merchandise

Carload Distribution

MOVING PACKING SHIPPING

MOTOR TRUCK SERVICE

Joseph E. Gibbs, Manager

Principal Office: 41-43 Governor St., Paterson, N. J.

Telephone 2288 Paterson

P. M. Boggs, vice-president, Canada Dry Ginger Ale, Inc., said: "If you want to sell the year round, you must advertise the year round. It takes more courage, in my opinion, to pursue this policy than it does to make the decision that your business is going to be a year round seller."

## TRENTON, N. J.

**A. V. MANNING'S SONS**  
20 SOUTH BROAD ST.

Fireproof Storage Warehouses  
Household Goods Storage, Packing, Shipping  
Local and Long Distance Moving

## TRENTON, N. J.

**Petry Express & Storage Co.**

(INCORPORATED)

STORAGE WAREHOUSES  
MERCHANTISE and HOUSEHOLD GOODS  
MOVERS—PACKERS—SHIPPERS  
MOTOR VAN SERVICE  
Carloads Distributed. Manufacturers' Distributors.  
Members—N. F. W. A.

## ALBANY, N. Y.

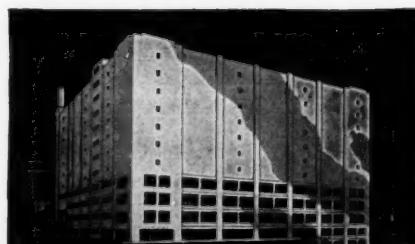
**Albany Terminal & Security  
Warehouse Co., Inc.**

Main office: 1 Dean Street

Storage for every need. Pool cars a specialty. Available storage space for rent if desired. Direct track connections with all railroads running into Albany.

Member of  
American Chain of Warehouses  
American Warehousemen's Association

## ALBANY, N. Y.



CENTRAL RAILWAY TERMINAL  
3 COLD STORAGE CO., INC., ALBANY, N.Y.

Colonia and Montgomery Sts.

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New  
Ultra-Modern  
Plant

Continent-wide

Trunk Line  
Terminal  
Complete Service

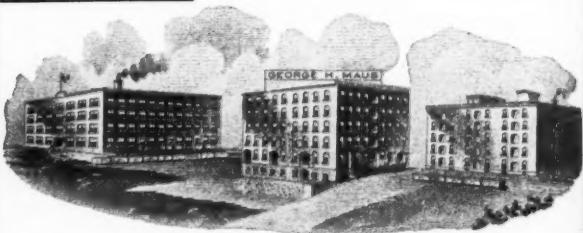
Connections

## ALBANY, N. Y.

**Hudson River Storage & Warehouse Corp.**  
(Bonded)

STORAGE and DISTRIBUTION  
Private Siding. Sprinklered.

## AMSTERDAM, N. Y.



Public Storage, Sprinkler System, Lowest Insurance, Trucking, Forwarding, Marking, Weighing, Sampling, Storage in Transit Privileges. Warehouse Receipts Recognized by Bankers for Loan Purposes.

On Main Line of New York Central Railroad, West Shore Railroad, New York State Barge Canal.

Opposite New York Central Freight Station, Private Siding.

U. S. Customs Bonded Warehouse, Storage in Bond. U. S. Licensed Warehouses, Under Federal Government Supervision License No. 123.

**GEORGE H. MAUS, Inc.**  
STORAGE WAREHOUSES

25-35 Hamilton St., Amsterdam, N. Y.

## BINGHAMTON, N. Y.

**E. W. CONKLIN & SON**

Since 1872  
Largest and Best Located Warehouse in City at  
28-48 Montgomery Street  
STORAGE AND DISTRIBUTION  
of Merchandise, Autos, Pool Cars  
Direct R.R. 20 Car Capacity Siding on BOTH  
D. L. & W. and D. & H. with ERIE Connection  
Members: A.W.A.—N.Y.S.W.A.—C.N.Y.W.C.

## BINGHAMTON, N. Y.

**CONLON STORAGE CO.**

100 Roundhouse Road

General Merchandise Storage and Distribution—  
Pool Cars Distributed—Motor Truck Service—  
Direct Lackawanna R.R. Siding

## BINGHAMTON, N. Y.

**JOHN B. SOUTHEE, Inc.**  
Moving — Trucking — Storage  
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Specializes in handling  
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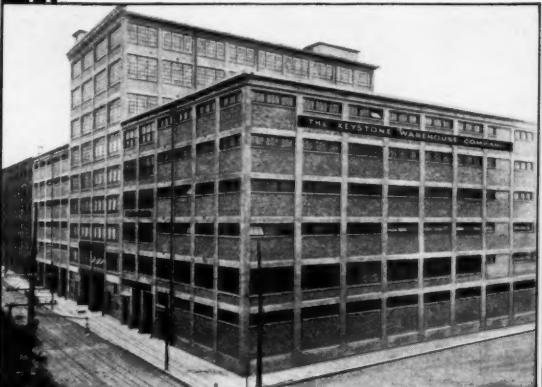
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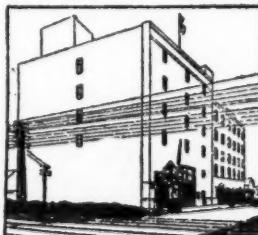
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Also Serving  
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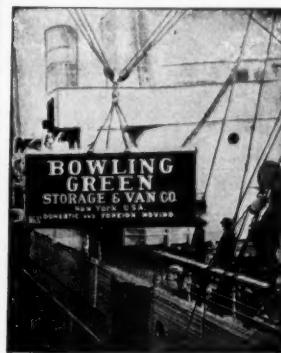
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[ We Specialize in Lift  
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We Offer You the Best of Service

Modern Fireproof Buildings  
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**Walker's Chile Con Carne**  
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**Johnson's Surgical Dressings**  
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IDEALLY LOCATED  
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New, sprinklered building, low insurance.

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**STORAGE WAREHOUSES**

Household Goods Storage, Packing, Shipping, General Merchandise  
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Fleet of Motor Trucks for Local and Long Distance Work

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**Flagg Storage Warehouse Co.**

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Protected by Automatic Sprinkler

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Mdse. Storage      Pool Cars Handled

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NEW YORK  
NEW MODERN REFINED/

\$2.50 SINGLE  
3.00 DOUBLE  
ROOM AND BATH

## FARRYTOWN, N. Y.

WASHINGTON STORAGE  
AND WAREHOUSE

Offices: 17 N. Washington St.

Household Goods Storage, Packing, Shipping, Pool Car Distribution.  
Personally supervised service.

## TROY, N. Y.

## WILLIAM LEE &amp; CO.

421-423-425 RIVER ST.

Household Goods, Storage, Packing, Shipping  
Pool Cars Distributed

Fleet of Motor Vans for Local and Long Distance Work

## UTICA, N. Y.

## BROAD STREET WAREHOUSE CORPORATION

Broad & Mohawk Sts., Utica, N. Y.  
**MODERN STORAGE WAREHOUSE**  
100,000 Sq. Ft. of Floor Space. Private Siding. Low Insurance Rates. Sprinklered. Private Offices for Manufacturers' Representatives.**STORAGE - PACKING - DISTRIBUTION - FORWARDING**  
Of Merchandise, Automobiles, Household Goods  
"IN THE HEART OF NEW YORK STATE"

## UTICA, N. Y.

## JONES-CLARK TRUCKING &amp; STORAGE CO.

of Utica, N. Y.

The Heart of New York State and natural distributing point. "Jones of Utica" has distributed Merchandise and Household Goods for 25 years. Every modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

## WATERTOWN, N. Y.

## MAREY-BUCK &amp; WINSLOW, INC.

General Storage, Trucking and Transfer  
Fireproof Warehouse 25,000 Sq. Feet  
Non-fireproof Warehouse 30,000 Sq. Feet  
Moving, Packing, Shipping

Members: N. F. W. A.—A. W. A.—N. Y. S. W. A.—C. N. Y. W. C.

WEST NEW BRIGHTON,  
STATEN ISLAND } N. Y.MOVING AND  
STORAGE

## WILLIAM A. MORRIS, INC.

**NO**  
load too small  
job too large  
distance too far

88 Barker Street, West New Brighton, N. Y.

## WHITE PLAINS, N. Y.

## J. H. EVANS &amp; SONS, INC.



45 Hamilton Ave.

## MOVING — STORAGE

Packing — Crating — Shipping  
Serving Entire County Agent U. V. S.

The Men Who Distribute  
**Squibb's Products**  
Read **DISTRIBUTION & WAREHOUSING**  
and consult the Shippers' Index

YONKERS, N. Y.

McCann's Storage Warehouse Co.  
3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in Westchester County—serving entire county.

BURLINGTON, N. C.

Barnwell Warehouse & Brokerage Co.

Burlington, N. C.

Located in the heart of the Piedmont section of North Carolina. Distributing trucks going to practically all points in the State daily.

CHARLOTTE, N.C.

AMERICAN STORAGE & WAREHOUSE CO.  
CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 439-441 S. CEDAR ST.  
MERCANDISE STORAGE ONLY. POOL CARS DISTRIBUTED.  
MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE  
RAILROAD SIDING.

ESTABLISHED 1908

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.  
Household goods and merchandise.  
Pool cars handled promptly. Motor Service.  
Members A. W. A. and N. F. W. A.

CHARLOTTE, N. C.

STANDARD BONDED WAREHOUSE COMPANY  
1211 McCall Street

MERCHANDISE STORAGE AND DISTRIBUTION  
PRIVATE SIDING MOTOR SERVICE  
INSURANCE RATE 13½c.  
Member A. W. A.

CHARLOTTE, N. C.

Pool Car Distributors  
Private Sidings

MERCHANDISE  
STORAGE



UNION STORAGE & WAREHOUSE CO., INC.  
(BONDED)

1000-1008 West Morehead St.  
Private Branch Exchange

20 Private Offices  
Insurance Rate 25c

GASTONIA, N. C.

Adams Transfer and  
Storage Co.

(Successors to Huffstatter Transfer Co., Inc.)

Merchandise warehouse, Pool car distribution. Private  
siding on Southern Railroad.

431 W. Afrline St. Gastonia, N. C.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

GREENSBORO, N. C.

E. C. LAND

Champion Storage & Trucking Co.

Storage and Distributing Merchandise  
Truck Deliveries Within Radius of Fifty Miles.  
Light Fast Trucks

213 E. Washington St., Greensboro, N. C.

GREENSBORO, N. C.



South Atlantic Warehouse Co., Inc.

Greensboro, North Carolina

Storage of Merchandise and Household Goods.  
Forwarding Merchandise. Private Railroad Sidings.  
Sprinkler System. Low Insurance Rate.  
Pool Cars Handled Quickly.

MEMBERS: A. W. A., N. F. W. A.

RALEIGH, N. C.

Raleigh

One of the South's Most Important Distribution Points

Efficiently Served by



Carolina Storage & Distributing Co.

Modern Warehouse, Conveniently Located, Complete Merchandise Storage and Distribution Service, Motor Service.

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse

1121 South Front Street

Household Goods, Storage, Packing, Shipping

POOL CAR DISTRIBUTION MOTOR SERVICE

Use Private Siding—A. C. L. R. R.

WINSTON-SALEM, N. C.

Established 1915

Lentz Transfer & Storage Company

Office: 232 S. Liberty St., Winston-Salem, N. C.

Fireproof Bonded Warehouse Centrally Located—Ins. Rate .30% extra.—  
General Merchandise Storage and Distribution—Household Goods Storage—  
Packing—Shipping Direct R. R. Siding, Pool Car Distribution—Local  
and Long Distance Moving.

Member of N. F. W. A.



FARGO, N. D.

Union Storage & Transfer Co., Fargo, N. D.  
General Storage—Cold Storage—Household Goods

Established 1906

Four warehouse units, total of 180,500 sq. ft. floor space—two  
sprinkler equipped and two fireproof construction. Low insurance  
rates. Common storage, cold storage and household goods. Ship in  
our care for prompt and good service.

Office: No. 806-10 Northern Pacific Avenue  
AWA—ACW—Minn. WA—NFWA.

GRAND FORKS, N. D.

Attention—Traffic Manager!

The recent decision of the I. C. C. in Class Rate Case docket 17000-2  
has made it advantageous for you to carry spot stocks and distribute  
your pool cars at Grand Forks for Northern North Dakota and North-  
western Minnesota. Let us check the rate for you on any commodity.

KEDNEY WAREHOUSE COMPANY, INC.  
A. W. A. N. F. W. A. MINN. W. A. D. M. C. A.

**OHIO****DIRECTORY OF WAREHOUSES**Distribution and Warehousing  
November, 1932**AKRON, OHIO**

L. J. DANIELS, Vice-Pres. &amp; Gen. Mgr.

**City View Storage Co.**

70 CHERRY ST.

100,000 square feet of fireproof construction devoted to household and merchandise storage. Also fireproof constructed individual rooms. Low insurance rate.

**LONG DISTANCE MOVING**

Pool Cars and Spot Stock Accounts Solicited.

Private Siding B. &amp; O. R.R.

Free Switching all Roads

Member Ohio Warehousemen's Assn.

**AKRON, OHIO****COTTER WAREHOUSES**

INCORPORATED

235 E. Mill Street

Concrete, fireproof building. Storage for household goods and merchandise. Local and long distance moving.

**AKRON, OHIO****The KNICKERBOCKER****WAREHOUSE & STORAGE CO.**

36 CHERRY STREET

Household Goods and Merchandise  
Fireproof Warehouse—Local and long distance moving.

**CINCINNATI, OHIO****CINCINNATI TERMINAL WAREHOUSE, INC.**

Central Ave. and Augusta St.

MERCHANDISE — STORAGE — DISTRIBUTION



Largest Most Modern Strictly Fireproof Warehouse in Ohio  
7,500,000 cu. ft. General Storage—1,500,000 cu. ft. Cold Storage

**CINCINNATI, OHIO****STORAGE**  
**Warehousing and Distributing**CAPACITY OVER 300,000 SQ. FT.  
Sprinkler System.**Low Insurance Rate**Railway siding.  
Prompt and efficient services.WAREHOUSE RECEIPTS ISSUED BY US  
ARE READILY NEGOTIABLE FOR CASH**The Cincinnati Tobacco Warehouse Co.**  
CENTRALLY LOCATED

No. 7 W. Front St., Cincinnati, Ohio

**CINCINNATI, OHIO****Consolidated Trucking, Inc.**Local and Long Distance Trucking  
—StorageN. W. Corner Pearl and Plum  
Merchandise Storage Pool Cars  
Penn. R.R. Siding Inter-City Truck Depot**CINCINNATI, OHIO****The Fred Pagels Storage Co.**

937 West 8th St.

**Reliable Dependable**

Near all railroads entering Cincinnati. Serve all suburbs.

Member NFWA-OWA

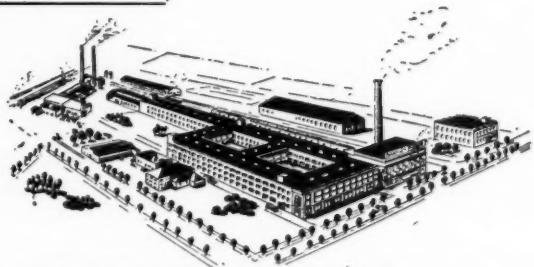
**CINCINNATI, OHIO**

Anthony D. Bullock—Managing Director

**THE SECURITY STORAGE CO.**

706 OAK STREET

Packing—Shipping—Storage  
Fireproof Warehouse, Private Siding  
Consign all Shipments to Avondale Station  
H.H.G. Pool Cars Solicited  
Member N. F. W. A.—O. W. A.—O. A. C. H.

**CLEVELAND, OHIO****BRAMLEY STORAGE CO.**

A Storage House of Distinction

Railroad Siding, Low Insurance Rates, Sprinkler System  
C.F.W.A. and Steam Heated O.W.A.**CLEVELAND, OHIO****Mercantile Storage and General Trucking**

Bulk Oil Storage, 125,000 Gallons. Low Insurance. Sprinkler System. Private Siding on C. C. C. &amp; St. L. R. R. Pool Cars for Distribution. Motor Truck Service.

THE CURTIS BROS. TRANSFER COMPANY  
Cleveland, Ohio  
Member of A. W. A.**Pluck and Business****Enterprise****All in One Word****"Advertise"**

CLEVELAND, OHIO



THE DISTRIBUTION TERMINAL  
& COLD STORAGE CO., CLEVELAND, OHIO.

Central Viaduct and West 14th St.

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New  
Ultra-Modern  
Plant

Trunk Line  
Terminal  
Complete Service

Continent-wide Connections

CLEVELAND, OHIO

The Knickerbocker Storage Co.  
7724 Detroit Ave., Cleveland, Ohio  
MOVING, STORAGE, PACKING, SHIPPING

Member: NATIONAL FURNITURE WAREHOUSEMEN'S ASSOCIATION.  
CLEVELAND FURNITURE WAREHOUSEMEN'S ASSOCIATION.

CLEVELAND, OHIO

MEMBERS A.W.A. O.W.A.  
**LEDERER SERVICE TERMINAL**  
BUILDS BETTER BUSINESS  
MERCANTILE WAREHOUSING AND DISTRIBUTING

West 25th St. Whse. Broadway Whse. Private Siding Nickel Plate Ry.  
Private Siding Erie Ry. East 37th St. Whse. In Northern Ohio Food Terminal Area

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS

SHIPMENTS to Cleveland, consigned to The Lincoln Storage Company over any railroad entering the city, can be handled from freight car direct to our loading platform.

Carload shipments to our private siding, 11201 Cedar Ave., on the N. Y. C. Bell Line, connecting with all R.R.s. entering Cleveland; L. C. L.-Penn. Euclid Ave. Sta. adjoining Euclid Ave. warehouse; other R.R.s. to Cleveland, Ohio.



LINCOLN STORAGE

Geo. A. Rutherford, Pres. W. R. Thomas, Vice-Pres.

5700 Euclid Ave. CLEVELAND 11201 Cedar Ave.



CLEVELAND, OHIO

**NEAL**

Offers many

Modern Facilities to Warehousemen.

Private switch . . . eight convenient neighborhood warehouses . . . furniture repair department . . . extra men and vans on call. Especial care given each article forwarded to us.

**The NEAL Storage Co.**

Cleveland

A. W. Neal  
President

C. J. Neal  
Vice-Pres. and Treas.

Ohio

W. R. Kissick  
Secretary

COLUMBUS, OHIO

FIREPROOF STORAGE

**COLUMBUS WAREHOUSES, Inc.**

A COMPLETE MERCHANTISE DISTRIBUTION WAREHOUSE  
MOST CENTRAL WAREHOUSE—3 BLOCKS OF  
CENTER DOWNTOWN DISTRICT  
POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES

228 West Broad St., Columbus, Ohio

COLUMBUS, OHIO

MEMBERS: O.W.A.

**COTTER WAREHOUSES**  
INCORPORATED

MERCHANTISE STORAGE  
AND  
POOL CAR DISTRIBUTION  
STORE DOOR DELIVERY

COLUMBUS, OHIO

Consign Your Household Goods Shipments to

**DAN EDWARDS at COLUMBUS**

Packing—Shipping—Storage—Local and Long Distance Moving—Steel  
and Concrete Warehouse—Private Siding

**EDWARDS TRANSFER AND STORAGE CO.**  
426 North High St., Columbus, Ohio

Member—National Furniture Warehousemen's Assn., Ohio Association Commercial  
Haulers, Ohio Warehousemen's Assn.

COLUMBUS, OHIO

Moving—Packing—Shipping—Storage

THE

**FIREPROOF**

Warehouse & Storage Co.

Pool Cars Distributed

1018-32 No. High St.

COLUMBUS, OHIO

**COLUMBUS**

in the Center of the Nation

**The Merchandise Warehouse Co.**

in the Center of Columbus

Ready to serve you, Efficiently, Economically, Intelligent-  
ly, with the kind of service you have a right to  
expect from your warehouse.

The Merchandise Warehouse Co.  
370 W. Broad St. Columbus, Ohio

**OHIO****DIRECTORY OF WAREHOUSES**

*Distribution and Warehousing*  
November, 1932

**COLUMBUS, OHIO**F  
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E**THE NEILSTON WAREHOUSE CO.****DAYTON, OHIO****THE GEM CITY and Warehouse CO.**

818 and 820 East Monument Ave.

Manufacturers' Distributors and Brokers of food products, storage, pool car distributors, store door delivery, private siding. Big 4 R.R. free switching from all lines.

**DAYTON, OHIO***Established 1864***Larkin Transfer & Storage Co.**

521-23 East First St.

**MERCHANDISE STORAGE AND DISTRIBUTION  
MOTOR TRUCK SERVICE**

Private Siding Big Four R. R. Free Switching All Roads

**DAYTON, OHIO****THOS. F. LARKIN  
WAREHOUSE & CARTAGE COMPANY**

925 East First Street

Whse. (MDSE) Steel; private siding on Erie R.R. Free switching from all other lines. Dist. Mdse. Pool Cars. City delivery of Mdse. Motor truck service.

**LAKEWOOD, OHIO**

*"Across the Hall—Across the Continent"*  
Consign Cleveland—Lakewood Shipments to

**Lakewood Storage, Inc.**

14401 Detroit Avenue Lakewood-Cleveland, Ohio  
Only Warehouse in Lakewood

**MARION, OHIO****MERCHANTS TRANSFER COMPANY**

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER N. F. W. A.

**MARION, OHIO**

**W R I G H T**  
**TRANSFER & STORAGE CO.**  
EST. 1889  
**MERCHANDISE—HOUSEHOLD GOODS**  
*WRight Service to Meet Your Requirements.*

**MIDDLETOWN, OHIO****THE JACKSON SONS CO., INC.  
Long Distant Movers and Contract Haulers**

REGULAR SERVICE TO  
Chicago, Ill., via Ft. Wayne, Ind.  
Pittsburgh, Pa., via Zanesville, O.  
Main Office: N. Sutphin and Fleming Rd.  
Middletown, Ohio

**SPRINGFIELD, OHIO****WAGNER WAREHOUSE CORPORATION**

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

**STEUBENVILLE, OHIO**

Z. L. TRAVIS, Pres. and Gen. Mgr.

**Z. L. Travis Co.**

311 North 6th St.

Modern Fireproof Warehouse—29,000 Sq. Feet  
Reinforced Concrete

Household Goods Packed,  
Shipped and Stored

Distribute Household  
Goods and Merchandise,  
Pool Cars, Long  
Distance Moving.

Consign C. L. Ship-  
ments P. C. C. &  
St. L.

Members:

N. F. W. A.—O. W. A.



Every advertiser has on his prospect list, either potentially or actually, many prospects who are almost sold. The last dollar spent in advertising will bring more returns than the first, because it gathers in the results of this cumulative effect. (The last round of the prize fight is the most telling round).

TOLEDO, OHIO

## EVERY MODERN WAREHOUSE FACILITY

MERCHANDISE STORAGE  
DISTRIBUTION  
POOL CAR HANDLING  
STORE DOOR DELIVERY  
COMPLETE SERVICE

Great Lakes Terminal Warehouse Co.  
of Toledo  
355 Morris Street

PRIVATE SIDING NEW YORK CENTRAL AND B. & O. R. R.

TOLEDO, OHIO

### Let "RATHBUN" Do It THE RATHBUN CARTAGE CO.

195 and 197 So. St. Clair St.  
Equipment Up to 20 Tons Capacity  
Storage of Household Goods, Pianos and Merchandise  
Members Nat'l F. W. Assn.

TOLEDO, OHIO

### TOLEDO TERMINAL WAREHOUSE, INC. 128-138 Vance St.

Merchandise Storage and Distribution  
Excellent Service  
Member A. W. A.

TROY, OHIO

"21 YEARS OF SERVICE IN DISTRIBUTION"

### CITY TRANSFER & STORAGE CO.

Two Private Sidings—Big Four and B. & O. R.R.  
Our Own Fleet of Motor Trucks for Local and  
Intercity Deliveries

YOUNGSTOWN, OHIO

### THE WM. HERBERT & SON CO. EST. 1887 CRATING — PACKING — MOVING STORAGE YOUNGSTOWN, OHIO

ENID, OKLA.

### The Enid Transfer and Storage Co., Inc.

Located on a spur of the St. Louis and San Francisco Railway Co., in a three-story brick and reinforced steel building, is equipped with sprinkler system of fire control. Centrally located, a favorable rate set-up prevails for entire area embracing Northern and Northwestern Oklahoma and Southern and Southwestern Kansas. Daily freight or express service is available to nearly all points in the above section.

202-206 East Maple Street Enid, Okla.

There is no situation as dangerous as that of the advertiser who has arrived and sits back to enjoy his well-earned days of business ease.

OKLAHOMA CITY, OKLA.

Member A. W. A.

## Commercial Warehouse Co.

Exclusive Merchandise Storage  
Pool Car Distributors  
Free Switching 16c. Insurance

OKLA. CITY, OKLA.

Established 1889

## O. K. Transfer & Storage Co.

General Warehousing and Distribution



MOTOR TRUCKS & TEAMING  
HOUSEHOLD GOODS  
MERCHANDISE

MEMBERS  
NFWA, A.W.A.,  
Am. Chain Dist.  
Service, Inc.

OKLAHOMA CITY, OKLA.

### Oklahoma Bonded Warehouse Company Merchandise Warehousing Pool Car Distribution

Free Switching  
Private Trackage  
P. O. Box 1222

50,000 Sq. Ft.  
Floor Space.  
Fireproof

OKLAHOMA CITY, OKLA.



TULSA, OKLA.

## Federal Storage Company

GENERAL WAREHOUSING & DISTRIBUTION  
CLOSE TO RETAIL DISTRICT  
LOW INSURANCE SPRINKLER SYSTEM  
MEMBERS—A.W.A., N.F.W.A., T.S.W.T.A.

TULSA, OKLA.

### Joe Hodges Fireproof Warehouse Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad.

Best Service Obtainable.  
Member American Warehousemen's Association

The Men Who Distribute

## Hoosier Kitchen Cabinets

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses



CHESTER, PA.

SINCE 1874

Headley's  
Express & Storage Co., Inc.  
General Storage  
Merchandise and Household Goods  
Moving, Packing and Shipping



DONORA, PA.

**AL ZEFFIRO**  
**TRANSFER & STORAGE**

Gen. Offices: 8th St. and Meldon Ave.  
Household Goods Storage, Packing, Shipping, General Merchandise  
Storage and Distribution.  
Specialists in Pool Car Distribution and Long Distance Hauling



ERIE, PA.

**ERIE**

**STORAGE & CARTING CO.**

1502 Sassafras Street



Warehouse in the center of the city, with trackage from N. Y. Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of household goods and merchandise. Branch house service for manufacturers.

Members of A. W. A.,  
I.F.W.A., N.Y.F.W.A.,  
Am. Chain &  
Rotary Club

HARRISBURG, PA.

"Transportation Specialists"

**CENTRAL STORAGE & TRANSFER CO.**  
11th AND STATE ST.

Pool Car Distribution Specialists.  
Fleet of 25 trucks for local and long distance delivery.  
Hauling of all kinds.  
Household Goods and General Merchandise.  
Daily truck connections to points within 100 mile radius.  
Largest trucking concern in Central Pennsylvania.

Pool Car Distribution Specialists.

Hauling of all kinds.

Household Goods and General Merchandise.

Daily truck connections to points within 100 mile radius.  
Largest trucking concern in Central Pennsylvania.

HARRISBURG, PA.

**Pool Cars**

Efficiently  
Handled



Merchandise and Household Goods Storage

**HARRISBURG STORAGE CO.**

P. R. R. Sidings  
American Warehousemen's Association, National Furniture Warehousemen's Association  
Penns. Furniture Warehousemen's Association

HAZELTON, PA.

CHRIST N. KARN, Prop.

**KARN'S AUTO TRANSFER**

FIREPROOF STORAGE WAREHOUSE  
Household Goods Storage, Packing, Shipping  
Merchandise Storage and Distribution  
Pool Cars Distributed. Local and Long Distance Hauling  
Affiliated with the United Van Service  
Members of N. F. W. A.



JOHNSTOWN, PA.

**I. D. REPLOGLE STORAGE CO.**

438 HORNER ST.

Household Goods Storage, Packins, Shipping  
General Merchandise Storage  
Pool Car Distribution  
Private Siding, Special B. & O. Delivery



LANCASTER, PA.

**Keystone Express & Storage Co.**

STORAGE—DISTRIBUTORS—FORWARDERS  
Merchandise and Household Goods  
MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE  
Siding on P. R. R. and P. & R.

LANCASTER, PA.

**Lancaster Storage Co.**

Lancaster, Pa.

Merchandise Storage, Household Goods, Transferring, Forwarding

Manufacturer's Distributors, Carload Distribution  
Local and Long Distance Moving  
Railroad Sidings

Members P.F.W.A. P.S.W.A.

NEW CASTLE, PA.

**Keystone-Lawrence Transfer & Storage Co.**  
Packing, Crating, Storage and Shipping  
of Household Goods

Merchandise distribution. Pool car shipments. Motor trucks for light and heavy hauling and long distance moving.

Members N. F. W. A.

Members Penna. Whe. Assoc.

OIL CITY, PA.

**CARNAHAN**

**Transfer and Storage**

The most reliable transfer in Venango County. Fireproof warehouse. Private rooms for furniture and pianos. General hauling. Overland hauling. Piano moving. Furniture packing a specialty.

Forwarding agents

Members N. F. W. A.

PHILADELPHIA, PA.

**ATLAS**

**STORAGE WAREHOUSE COMPANY**

**FIREPROOF DEPOSITORY**

4015 Walnut St. 3939 Germantown Ave.

Member N. F. W. A., P. F. W. A. and C. S. & T. A.

The Men Who Distribute

**Golden State Milk Products**

Read **DISTRIBUTION & WAREHOUSING**  
and consult the Shippers' Index

## PHILADELPHIA, PA.

Est. over 40 years.

**FENTON STORAGE CO.***Absolutely Fireproof*

46th and Girard Ave.

Cable Address "Fenco"  
P. R.R. Siding

Storage, moving and distribution of household goods and merchandise.

## PHILADELPHIA, PA.

**Fidelity—20th Century Storage Warehouses***General Offices—1811 Market St.***H. NORRIS HARRISON, Pres.**      **F. L. HARNER, Vice-Pres., Treas.**  
**LEAH ABBOTT, Secy.**Bus type vans for speedy delivery anywhere. We distribute pool cars of household goods. Prompt remittance.  
Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

## PHILADELPHIA, PA.

HARVEY J. LUTZ

MILTON A. HILDENBRAND

**HILDENBRAND BROS.****STORAGE, PACKING, MOVING**  
Broad and Cumberland Streets, Philadelphia, Pa.*Large fleet of motor vans.*

## PHILADELPHIA, PA.

**MILLER NORTH BROAD  
STORAGE COMPANY****MOVING, STORAGE, PACKING, SHIPPING**

Four large convenient Warehouses. Fleet of thirty large and small motor trucks. Storage space for household goods, merchandise and automobiles. Private Siding Penna. R. R. (Anderson Station). Distribution of Pool Car Shipments.

Main Office: BROAD ABOVE LEHIGH AVENUE  
PHILADELPHIA,  
PENNSYLVANIA

Members: N. P. W. A.



The Men Who Distribute

**Oakley Chemicals**Read **DISTRIBUTION & WAREHOUSING**  
and consult the Shippers' IndexStatement of the Ownership, Management, Circulation,  
Etc., Required by the Act of Congress of August 24,  
1912, of **Distribution and Warehousing**, published  
monthly at New York, N. Y., for October 1, 1932.State of New York, } ss.  
County of New York, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared A. K. Murray, who, having been duly sworn according to law, deposes and says that he is the President and Business Manager of the **DISTRIBUTION AND WAREHOUSING**, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, **Distribution and Warehousing Publications, Inc.**, 249 West 39th St., New York, N. Y.; Editor, Kent B. Stiles, 249 West 39th St., New York, N. Y.; Managing Editor, none; Business Manager, A. K. Murray, 1710 Newkirk Ave., Brooklyn, N. Y.

2. That the owner is:

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A. K. Murray, Business Manager.

Sworn to and subscribed before me this 3rd day of October, 1932.

(Seal) CHARLES B. TANNER.

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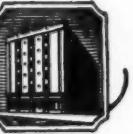
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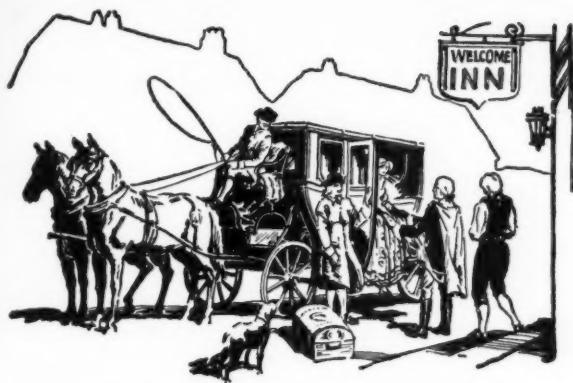
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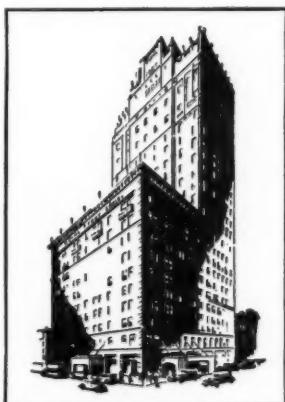
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